

Ismail to London this month in new diplomatic offensive

By ANAN SAFADI
Jerusalem Post Arab Affairs Reporter

Egyptian President Anwar Sadat will send his adviser on national security affairs, Hafez Ismail, to London later this month as a first step in a new Egyptian diplomatic offensive which will also include Washington, Paris and Beijing.

Ismail, whom Sadat has called "my Kissinger," only returned to Cairo on Saturday from a four-day visit to Moscow, during which he talked with Soviet party chief Leonid Brezhnev and other top Kremlin officials.

Sadat's new diplomatic offensive was disclosed yesterday by Egypt's Foreign Minister, Mohammed Hassan Zayyat, in a policy statement to Parliament. The Egyptian government is currently involved in diplomatic efforts in a number of world capitals, particularly Moscow, Washington, London, Paris and Beijing, he said, indicating that the offensive was aimed at pushing for the implementation of Security Council Resolution 242 of November, 1967. The efforts would also emphasize that Egypt was dealing with "no American plan" for a Middle East settlement, he said.

The new plans were announced against a background of war-like statements made yesterday by Premier Aziz Sidky for the second day running. Speaking to workers on the third anniversary of an Israeli bomb attack on a steel plant at Abu Za'abal, Sidky said Egypt's "battle of liberation is warring, when Israel will have to pay for the crimes she had committed."

Egypt "will not accept any partial solutions or initiatives," he said, stressing that it has begun "a new stage in preparation for the liberation of her land, and will not retreat from her pledge to liberate every inch of the occupied territory."

Meanwhile, discussion continued yesterday in student circles, who were protesting against the government crackdown on campuses and professional unions. Riot police, using tear gas and baton charges, clashed with students outside Cairo University and El-Shams University.

In the Egyptian capital for the second day running yesterday.

The clashes occurred when several thousand policemen tried to disperse a crowd of students who were marching towards the centre of Cairo, chanting slogans calling for democracy and political freedom.

Students and policemen threw stones ripped from nearby walls at each other. There was no information on the number of people wounded or arrested. The Middle East News Agency said yesterday that several students were hospitalized after Sunday's clashes in the same area.

The Middle East News Agency said the students had "resorted to the same tactics" of last month's student uprising, by spreading "incitement through wall posters, rallies, rumours, and destructive slogans under the pretext of calling for the release of student detainees."

The Speaker of the Egyptian Parliament, Hafez Badawi, later announced that Parliament for a special session to debate the renewed student disturbances.

President Sadat himself was last night suffering from flu, Cairo Radio reported. Despite doctors' orders that he should stay in bed, Sadat yesterday received Lebanese President Suleiman Frangieh, who arrived in Cairo for a three-day official visit, the radio added.

The same tactics" of last month's student uprising, by spreading "incitement through wall posters, rallies, rumours, and destructive slogans under the pretext of calling for the release of student detainees."

The Speaker of the Egyptian Parliament, Hafez Badawi, later announced that Parliament for a special session to debate the renewed student disturbances.

President Sadat himself was last night suffering from flu, Cairo Radio reported. Despite doctors' orders that he should stay in bed, Sadat yesterday received Lebanese President Suleiman Frangieh, who arrived in Cairo for a three-day official visit, the radio added.

Ex-Mayor of Gaza escapes murder bid



Bullet hole in windshield showed how Gaza ex-Mayor Shawa narrowly escaped death yesterday. (H. Ben-Adi)

By HERBERT BEN-ADI
Jerusalem Post Reporter

GAZA. — A second attempt was made yesterday on the life of former Gaza Mayor Rashad al-Shawa — a day after assassins killed the elected head of the Shati refugee camp, Habib Ismail al-Arbiti.

The former Mayor who escaped unhurt from one assassination attempt last September, received glass cuts on his left hand when his car was fired on from behind a clump of trees near Gaza yesterday morning.

On Sunday, armed men had

pumped six bullets into al-Arbiti, elected last October to head the Shati refugee camp residents' committee. (It was then Mayor Shawa's objection to including Shati in Gaza that led to his dismissal from the post on October 23. Since then the city has been run by an Israeli official, Mr. Uri Cheselick, appointed by the Military Government.)

While al-Arbiti was in favour of Shati's incorporation in Gaza he was like Mr. Shawa, an opponent of the terrorists.

Mr. Shawa told The Jerusalem Post (Continued on page 4, col. 4)

French Minister hints at dollar devaluation

CLERMONT FERRAND (AP). — French Finance Minister Valéry Giscard d'Estaing, breaking official silence on the dollar crisis, told newsmen yesterday, "I have good hopes that the solution favoured by France will be finally adopted."

He gave no details but his words indicated a devaluation of the dollar is likely to be in the offing. This is reliably reported to be the French position in the latest attack on the dollar.

"I am endeavouring to take steps so that the franc will be spared by the upsets of the international monetary systems," he said.

Mr. Giscard d'Estaing met into the early hours yesterday with his counterparts from West Germany, Italy and Britain on the dollar crisis. U.S. Treasury Under-Secretary Paul Volcker also joined the talks.

There was no word after the conference on whether the ministers had settled on a way of resolving the crisis, which saw West Germany alone buying \$6,000m. in an effort to keep the dollar from sinking below its floor level.

Mr. Giscard d'Estaing, who was in this central French town for an election rally, made his remarks to newsmen as Mr. Volcker and Takashi Hosokawa of Japan met with German officials in Bonn.

France was reported against the upward revaluation of the mark and the yen because this would affect its heavy trade with West Germany. A dollar devaluation against gold would have less effect in Franco-German trade.

LOW RATE

In Switzerland, one of the few countries where official foreign exchange remained open yesterday, the dollar crashed to a record low at the opening fixing price of 3.5050-3.5150 Swiss francs. It recovered at the close, 3.5275, but dealers in Zurich reported confusion over the value of dollar banknotes.

In Frankfurt, where the dollar closed on Friday at its floor, 3.515 marks, the intercontinental 'Zetel' was giving 3.10 marks per dollar, limiting transactions to guests only and to \$20 each. American Express in Frankfurt was cashing up to \$100 but giving only 2.97 marks. Taxi drivers were figuring anywhere from 2.70 marks to 3.00.

The dollar fell sharply in very limited inter-bank trading in Paris yesterday with the official exchange market closed. Banks were exchanging the dollar at 4.75/5.00 francs well below the floor rate of 5.005.

MORE MEETINGS

Mr. Hosokawa was also meeting with Karl-Otto Poehl, Under-Secretary in Bonn's Finance Ministry, and a meeting between Messrs. Volcker and Poehl was expected.

German sources said earlier yesterday that hectic weekend talks have brightened chances for a solution affecting the dollar's future role in the world.

Unofficial reports from European capitals predicted a top-level international conference of monetary experts soon to decide whether to set new currency rates against the weakened dollar.

In Washington, the U.S. Treasury Department refuses even to answer questions about the subject, but sources at the International Monetary Fund and private economists are reading the signs that way.

The dollar could be devalued by raising the official price of gold from its present \$38 an ounce, by increasing the value of other currencies against the dollar, or by a combination of both.

Most sources believe that the devaluation will be part of another general realignment of currencies, focusing primarily on the dollar, the West German mark and the Japanese yen.

The dollar was devalued a little

Cease-fire in Laos to be signed today

VIETNAME (Reuter). — The Laotian Government and the pro-Communist Pathet Lao are to sign a cease-fire agreement here today, formally ending more than a decade of war in this Asian kingdom, government sources said yesterday.

It was understood that the signing would take place at today's regular session of peace talks between the government and Pathet Lao delegations. The 19th such session since the talks began last October.

With the Vietnam cease-fire now 15 days old, a truce in Laos would leave only Cambodia of the Indochina countries still in a state of war.

Since the cease-fire in Vietnam came into effect on January 27, there have been repeated predictions of agreement being reached in Laos to end the conflict, which has for more than a decade been a small but tough adjunct to the bigger drama of Vietnam.

Peace talks in Vientiane, which had appeared to be stalled, picked up pace when the Vietnam agreement was reached. The government and the Pathet Lao responded by suggesting that extra secret peace discussions be held.

A week ago Pathet Lao Secretary-General Phoumi Vongvithay and chief government negotiator Pheng Pheng Savan returned to the talks, heightening the feeling that they were reaching a critical stage.

A major outstanding problem appeared to be that of composition of a provisional government to run the country until new elections could be held. The Pathet Lao refused to accept Prime Minister Souvanna Phouma as head of such an administration.

Government sources said yesterday this problem had now been solved but no details of the solution were known.

Although no details of the proposed agreement were available, observers believed a cease-fire would mean government and Communist forces holding their positions throughout the country.

The Pathet Lao are backed by some 50,000 North Vietnamese troops and the future of these forces was not clear. But informed sources have said this problem will not cause the same difficulties as it did in negotiating the Vietnam settlement.

A cease-fire now would leave the Pathet Lao and North Vietnamese controlling about two-thirds of Laos territorially, although the government controls most urban centres with about two million of the three million population.



American prisoners walk along red carpet to be greeted by military commanders and colour guard in Clark Air Base in the Philippines, after they arrived from Hanoi. (See story — Page 2) (AP radiophoto)

Terrorist killed, 4 seized

By HIRSH GOODMAN
Jerusalem Post Military Correspondent

A terrorist was killed and four others, one of them wounded, were captured by an Israeli army patrol in the Jordan rift late Saturday night. There were no Israeli casualties.

The terrorists are believed to have been responsible for laying a mine in the Beit Govria area which in April, 1971, killed four Israeli officers travelling in a command car, and for the shelling of Jerusalem with Katyusha rockets in December, 1970.

The Army spokesman announced last night that the group had operated in the Mount Hebron area in 1970 and 1971 and had fled to the Jordan rift after the killing of Colonel Gaddad and his clique.

The first programme, broadcast over the weekend under the title of "The Voice of Truth," said it was designed "to publicize the crimes committed against our Libyan brethren, victims of the despotism of Colonel Gaddad and his clique."

For the past year Libya has been bearing programmes attacking King Hassan II of Morocco and his government to the Moroccan people. Radio Tripoli issued particularly violent condemnations of Hassan at the time of the two abortive plots on his life in 1971 and 1972.

The five terrorists, aged 19 to 26, had been in hiding for nearly two years before attempting to escape to Jordan. The dead man came from Nuba village, while the wounded man was from Beit Ummar. The three other captured terrorists all lived at Harev village. The three villages are within a radius of 10 kms. from Hebron.

It was learned last night that the five had used two of their mothers to check the road to Jericho the day before leaving their hideouts. After the two women reported that there was no unusual military activity on the road, the seven hired a taxi and spent Friday night in Jericho.

On Saturday night the men left Jericho and started out for the Jordan rift in an attempt to cross into Jordan.

This was the first major incident along Israel's border with Jordan since 1971, when security forces intercepted a six-man terrorist group which had shelled Petah Tikva. Three months ago a lone infiltrator was killed north of Eilat.

Morocco beams anti-Gaddafi broadcasts

Jerusalem Post Correspondent

PARIS. — Moroccan radio has begun beaming a twice-weekly programme to Libya denouncing the regime of Colonel Muammar Gaddafi. "Le Monde" reported yesterday.

The first programme, broadcast over the weekend under the title of "The Voice of Truth," said it was designed "to publicize the crimes committed against our Libyan brethren, victims of the despotism of Colonel Gaddad and his clique."

For the past year Libya has been bearing programmes attacking King Hassan II of Morocco and his government to the Moroccan people. Radio Tripoli issued particularly violent condemnations of Hassan at the time of the two abortive plots on his life in 1971 and 1972.

S.S. man 'found in Hamburg'

By JACK MAURICE
Jerusalem Post Correspondent

PARIS. — Serge Klarsfeld, the official of the French Jewish United Appeal who has tracked down a number of Nazi war criminals with his wife Beate, claimed yesterday he has traced August Moritz, a former S.S. lieutenant who was sentenced to death by a French court in his absence for the 1944 murder of Victor Basch, President of the League of Human Rights.

Klarsfeld told "Le Monde" that Moritz, who now works for a Hamburg business firm, had joined the Association for Victims of Nazism after the war. In 1962 the Karlsruhe federal court sent him to jail for four years for "treason on behalf of Eastern Germany."

During World War II Moritz was a close aide of Klaus Barbie, head of the Gestapo in Lyons, whose extradition from Bolivia has been vainly demanded by French President Georges Pompidou.

Moritz held the post of Nazi security chief in Orleans, Marseilles and Lyons during the occupation. He was sentenced to death in 1964 for commanding the firing squad which killed Victor Basch and his wife.

Serge Klarsfeld said Moritz told him he was not involved in the arrest of Basch and denied he had ever met Barbie. He said he had never been linked with the Gestapo and had merely been entrusted with "information work" concerning North Africa and Switzerland.

Truck kills child and injures four

Jerusalem Post Reporter

A first-grade pupil was killed and four others injured yesterday when a pick-up truck overturned and ploughed into them on the Acre-Safad road.

The first-grade class from the Gordon school of east Acre's Amud quarter was crossing the road under teachers' supervision shortly before noon when the accident occurred. The driver of the truck, which was allegedly travelling at high speed, tried hard to brake and overturned, narrowly missing passengers waiting at a nearby bus stop.

The truck ploughed into the pupils' group, killing Sigal Avraham, and injuring Edmond Benen, Ilan Bar-Moav, Ofer Comadi and Shimon Ohana, all aged six.

The driver, an employee of the Electric Corporation, was detained for interrogation.

On Sunday night, a pedestrian was killed when struck by a car as she crossed Rehov Bloch in Tel Aviv. She was Miriam Elhovsky, 63, of Tel Aviv.

'Godfather' nominated for Academy Awards

HOLLYWOOD (Reuter). — "The Godfather" topped the Academy Awards nominations list released yesterday with 11 nominations, including one for its star Marlon Brando.

Israel's "I Love you Rosa" was nominated for Best Foreign Language Film.

Iraqi army chief arrives in Cairo

Jerusalem Post Arab Affairs Reporter

Iraq's army Chief of Staff, General Abdul-Jabbar Shanshal, arrived yesterday in Cairo at the head of a high-ranking military delegation. Cairo Radio said General Shanshal will be spending several days in Egypt, and will have talks with Egyptian War Minister General Ahmed Ismail and army Chief of Staff General Sa'ad Eddin Shaili.

The Egyptians have recently explored the possibility of reviving Iraq's role in Jordan's Eastern Front. Jordan last month joined Egypt and Syria in a unified military command headed by General Ismail.

Israeli banks keep up dollar trade

By DAVID KHEVINE
Jerusalem Post Economic Correspondent

Israeli banks continued to buy and sell dollars yesterday, despite the halt on transactions in many European centres. Whilst politicians are generally permitted to be less than candid about devaluation, Israeli financial institutions seem this time to be accepting at its face value the official promise that the ILA20 exchange-rate to the dollar will remain unchanged.

The situation was different concerning German marks. "If we had any, we would sell them — but we have none," a bank manager in Jerusalem told The Jerusalem Post last night. He explained: "People are holding on to their marks and do not offer them to us for conversion." Neither does the Bank of Israel, apparently. Pressed to say what price he would charge if he did have marks available, our banker replied, "The last official price, that is, the price we pay for them."

Concerning essential transactions in marks, the banks arranged the necessary transfer (e.g., to pay for a German-made car that awaits release, or to meet a deadline on some international transaction). But this kind can be made despite the local shortage of banknotes; but the banks imposed a condition. "We supplied German currency at the last published exchange-rate against a signed undertaking to make good our loss, if the price of the mark should rise by the time the transfer is effected."

Asked whether he would make a refund to the customer if by some chance the price of the mark were to drop instead, the official said he would.

For less important transactions the banks refused to make mark conversions. "Applicants were requested to wait until quotations are published again," he said.

Demand for dollars continued in the Israeli market yesterday, and the price of the Natsid dollar rose from ILA24 on Friday to ILA30 on Sunday and ILA28 yesterday. Natsid accounts are sold by holders of German restitutions, allowed to offer one-third of their receipts on the

free market at a premium rate. The premium rate is still only 3 or 4 per cent above the official exchange-rate. The rise in demand, such as it is, reflects in part a desire for the German mark, which can normally be bought with dollars. Another factor is the expectation among some that if the dollar is devalued, the Israeli pound may be devalued a little more — "to the nearest round number," a banker explained.

(For Natsid, see Stock Exchange Report, page 18.)

Rate stable

By MACABEE DEAN
Jerusalem Post Reporter

TEL AVIV. — The dollar in Lillienblum Street yesterday stabilised at about ILA60. It was ILA58 to ILA62 on the previous day.

Yesterday's price for the dollar was admittedly not final, and good bargainers could force the price up or down slightly.

As for the German mark, it remained at ILA50, the same as the previous day.

However, gold rose again to ILA1400 a kilo, a rise of IL200, thus returning to the same level as the end of last week.

(Seen in car sales, page 2)

Even casinos won't bet on the dollar

MACAO (AP). — The U.S. dollar, under pressure on world currency markets, was turned back at Macao casinos yesterday.

Operators of the four casinos for the first time ever refused to accept dollars until the present financial crisis eases. Other major foreign currencies, including the Japanese yen, were accepted in this Portuguese colony 64 kms. west of Hong-kong.

Fighting worsens in Cambodia

PHNOM PENH (UPI). — The military situation throughout Cambodia worsened yesterday.

Khmer Rouge (Cambodian Communist) forces pushed to within 1,800 metres of the strategic Mekong River naval base at Neak Luong and stormed through six government positions within a 24 km. radius of Phnom Penh, the High Command said.

In what military spokesmen called the largest and most violent Communist offensive of the Cambodian fighting, Khmer Rouge forces stormed out of the flaming city of Banam, 3 kms. north of Neak Luong, at daybreak yesterday and scattered Government troops trying to halt their advance on the most important defence position along the Mekong.

The High Command spokesman said the sudden Communist surge left 27 Government troops seriously wounded along Highway 15.

The Communists then turned to the west bank of the Mekong, bombarding Government positions just opposite Banam and Neak Luong, 61 kms. southeast of Phnom Penh, with anti-tank rockets and heavy machine-gun fire.

Several hundred other Communist troops bulldozed their way through six Government positions from the town of Thnal Totung, 29 kms. southwest of Phnom Penh.

The fiercest fighting centred on Highway 1, Cambodia's link with Saigon, which is partly occupied by Communist forces. Khmer Rouge forces killed four Government reinforcements and wounded 10 as they grabbed another 800 metres of the highway just south of Dey Eih, 24 kms. southeast of Phnom Penh, field reports said.

The Communists now hold nearly 5 km. of the Highway 1, south of Dey Eih, effectively isolating the embattled Government troops trying to hold Neak Luong.

Should Neak Luong fall, the Communists could easily sever Cambodia's Mekong River supply line and deprive the capital of vital cargoes of food, petroleum and armaments normally shipped by river convoy.

Talks in Hanoi said going well

SAN CLEMENTE, California (Reuter). — The White House yesterday appeared encouraged that progress is being made at the talks in Hanoi between presidential adviser Henry Kissinger and North Vietnamese leaders.

Dr. Kissinger, the first ranking American government official to visit Hanoi in more than a decade, has had more than 10 hours of discussions with North Vietnamese Prime Minister Phan Van Dong and Politburo member Le Duc Tho, co-architects of the Vietnamese cease-fire agreement that was signed in Paris two weeks ago.

White House spokesman Ronald Ziegler said the atmosphere at the meetings has been cordial. President Nixon told reporters they were serious and, he hoped, constructive.

Develop Israel with Israel Bonds

TOURISTS!

HAVE YOU ALREADY VISITED THE LEADING FASHION HOUSE?

Special Government tourist reductions

- LADIES' FASHIONS
- MEN'S FASHIONS
- MEN'S SHOES
- TEENAGE STYLES

Schneidman

Tel Aviv: 128 Rehov Dizengoff

Be An EARLY BIRD on your U.S. INCOME TAX

COMPLETE RETURNS \$25

MR. BLOCK

AMERICA'S LARGEST TAX SERVICE WITH OVER 500 OFFICES

TOURIST!

30% Reductions Duty & Tax-free export scheme

Women's & Men's Suede & Leather Wear

The Leader in Suede & Leather

I. SCHNEIDMAN & sons

TEL AVIV: 25 Rehov Kamahoff (near 88 King George) TEL 229905 KIBITZ AVIATION HANAUER

NOW ON

END OF SEASON SALE

20% Reduction on all models

Iwanir

The Fashion House you can rely on

RENT IT HERE — LEAVE IT THERE

AVIS

RENT A CAR

WE TRY HARDER!

TEL AVIV: 51093/53742/222045 HAIFA: 520347/865491/84859
JERUSALEM: 525030/222250 NETANYA: 91609
LOD AIRPORT: 971080 BEERSHEBA: 71777 EILAT: 2550

SMOKE THE NEWEST CHARCOAL 3 FILTER CIGARETTE

LARK

LIGHT AROMATIC REALLY SATISFYING

from the U.S.A.

THE WEATHER

Forecast: Partly cloudy to fair. Weather: A trough extends from the Red Sea to the east Mediterranean.

Location	Yesterday's	Today's	Forecast
Jerusalem	12-15	12-15	12-15
Tel Aviv	13-16	13-16	13-16
Ramat Gan	13-16	13-16	13-16
Haifa	13-16	13-16	13-16
Tiberias	13-16	13-16	13-16
Nazareth	13-16	13-16	13-16
Safed	13-16	13-16	13-16
Be'er Sheva	13-16	13-16	13-16
Dimona	13-16	13-16	13-16
Eilat	13-16	13-16	13-16

Special and Personal

Mr. Emanuel Uddagou, chairman of the Upper Volga trade union federation, called yesterday on Knesset Speaker Yisrael Yeshayahu.

Lord Richard Kahn of the British Academy and Cambridge University visited the Hebrew University on Sunday, and was received by the President, Mr. Avraham Harman, and the Rector, Prof. Michael Rabin.

Prof. E.L. Ullman of the University of Washington in Seattle, will lecture "On Time and Space" today, Tuesday, at 8:15 p.m. in Room 304 of the Geography Building, the Hebrew University, Givat Ram.

MARRIED
Mrs. Ben-Asher, daughter of Mr. and Mrs. Eliezer Ben-Asher, was married last night in Jerusalem to Ephraim Lior, son of Mr. and Mrs. Shammy Lior.

ARRIVALS
Mrs. Samuel E. Murphy-Fuer, Israel Bond leader from Brooklyn.

KOSHER FOOD IN RUMANIA

TEL AVIV. — Israeli tourists in Rumania will be offered kosher food by restaurants under the supervision of Chief Rabbi Moshe Rosen, it was announced here.

The heads of Moriah Tours, Shimon Glat and Haim Malsels, told a press conference in Beit Sokolov that they have made arrangements with the Rumanian Tourism Ministry for 11-day group tours, starting in May.

SPORTING LESSON, the Portuguese first-division football club, yesterday defeated a Haifa club, selected 4:0 at Kiryat Haim. Lisbon led 1:0 at half time. In an earlier game at the same grounds, the German National Youth Team beat the Israel National Youth Team 2:0.

ARMY UNVEILS REBUILT CENTURION TANK

'Equal to anything Arabs have'

By HIRSH GOODMAN
Jerusalem Post Military Correspondent

The Ordnance Corps yesterday unveiled an updated version of the obsolescent British Centurion MK-V. With its larger cannon and diesel engine, it is on a par with the Patton M-60, Commander of the Corps, Tat-Aluf Haim Domi said.

The new version of the Centurion, in which over 2,000 changes were made, has been in service with the I.D.F. for over a year, and has proved itself in battles in both Lebanon and Syria.

The major changes introduced in the 1950 vintage tank are the Israeli designed and manufactured 105mm gun, and a 750 h.p. American Continental air-cooled engine. Together with improved stabilizers and night-sights, officers said the antiquated Centurion is now superior to the tanks in use with the Arab armies — Soviet-built T54 and T55s.

By replacing the Centurion's petrol driven 650 h.p. Meteor engine with the Continental — the same engine used in Pattons — the tank's range has been increased by 100 per cent, and its maximum speed from 35 to 43 kilometres per hour. A General Electric hydraulic gearbox, reducing the number of forward speeds from five to two and reverse from two to one, has greatly increased the tank's mobility. It now has an average cross-country speed of 17 k.p.h. instead of the 12 k.p.h. using the original manual gearbox.

ACCURATE CANNON
The 105mm gun, which replaced the 20 pound (83.82mm) cannon on the British Centurion, is a highly accurate weapon, with an excellent "killing capability" and quick reactions. Moreover, the actions of the tank has been completely redesigned to allow for the storage of a greater number of more accessible shells.

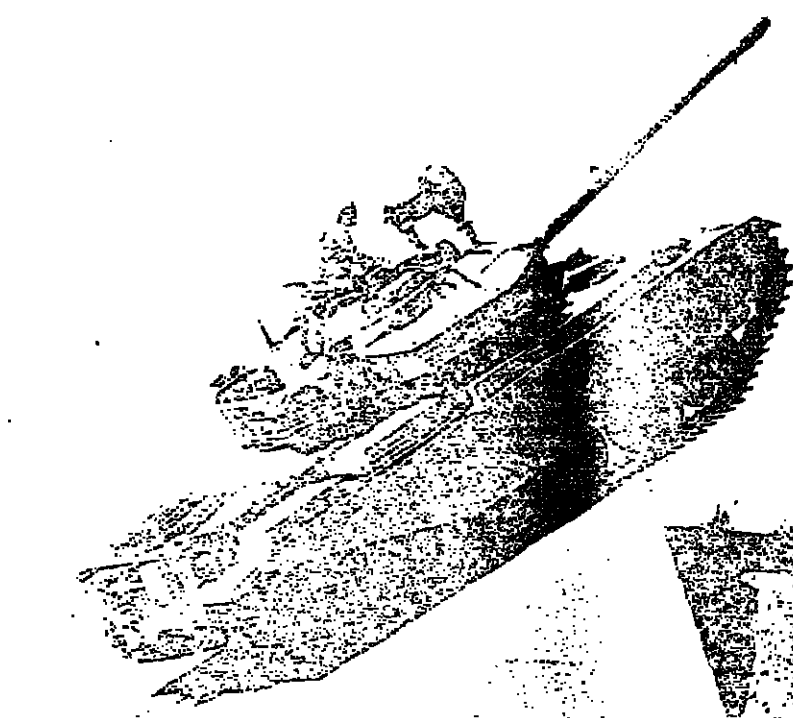
The 105mm cannon is now standard on most Israeli tanks. The steering controls have been modified to give the tank manoeuvrability in hilly or built-up terrain, cutting its turning radius from 40 metres to 13.

Steering controls have been changed from a two-stick to a one-stick version. Coupled with the hydraulic gear, this makes the Centurion one of the easiest tanks in service to drive.

It is thought that Israel has managed to convert most of the Centurions it has as well as an undisclosed number of tanks bought as "junk" from the U.K. Though the only resemblance between the updated version and the original is the chassis — and even that has been modified — it was learned that the improved version costs considerably less than it would cost to purchase a new Patton M-60.

According to the Institute of Strategic Studies, Israel has 700 Centurions, 250 of the improved Centurions and 250 Pattons (the older M-48 model).

The upgraded Centurions took three years to design. Though the engine and gearbox are American



An updated, improved version of the British-made Centurion tank going through its paces on an obstacle course. (I.P.F.A.)

made, most of the improvements are of Israeli design and manufacture. In addition to giving the updated version a longer range, the Continental diesel engine increased the tank's mechanical reliability by some 300 per cent. Its relative simplicity and easier maintenance cuts down on the 24 hours it took a five-man crew to change the old Meteor engine under field conditions.

Despite the fact that the Centurion is two tons heavier, the body of the tank has been redesigned to house the engine without cutting down on any essential space. By lifting the engine platform and trimming other sections of the body, military engineers managed not only to fit in the larger engine, but also to greatly increase fuel capacity and to give the crew more room.

The tank's electrical circuits have been improved as well, and the introduction of an air-cooled engine has given the tank the ability to operate under sandy conditions for long periods without difficult filtering being necessary — the principal drawback of the original in desert fighting.

In a radio interview over the Army Programme last night, O.C. Armoured Corps Aluf Avraham Adan said that over the past few years the updated Centurion had participated in all Israel's raids into Syria and Lebanon "and had proved itself superior to most of the tanks used by the enemy."

In long-range gunfights with the Syrians, Aluf Adan said, the Centurion had destroyed a "number" of enemy tanks.

"It has proved itself both efficient and effective in hilly terrain," he said. The improved Centurion was "just as reliable as the Patton," he added.

The general said he was hard put to say which of the two tanks was better since they are both outstanding under different conditions.

Fratricide ends chain of family killings

Jerusalem Post Reporter

GAZA. — The tragic lives of a brother and sister who murdered their father to avenge his assault on the daughter came to an end yesterday when their elder brother slew them in turn.

The bodies of Atwa Fayyad, 19, and his sister Maryam, 20, were found under palm fronds in the courtyard of their Muazil refugee camp home after their brother Ata Abdul-Kader Fayyad went to the camp police station to report the killings.

Atwa and Maryam had admitted last January to clubbing their 45-year-old father Abdul-Kader Abu Fayyad to death in August 1971 to avenge his sexual advances to Maryam.

The two had been sentenced to 10 years in prison by a Gaza civilian court, but were amnestied a month ago after military government officials visiting Gaza jail came upon Maryam — the only woman prisoner there, and ordered her release. She had refused to be amnestied unless her brother was too.

Their elder brother, Ata, yesterday told a police party headed by Gaza Strip Police Chief Rav-Pakad Moshe Carmeli, "I would have avenged my father if it had taken a hundred years."

TV staff blame A third of Soviet immigrants in '72 lax discipline from Georgia

Jerusalem Post Knesset Reporter

The chairman of the TV journalists works committee accused the TV management yesterday of deliberately refraining from disciplinary action against staff, even in cases of justified complaints.

The chairman, Micha Limor, was testifying before the Knesset Education Committee. Mr. Limor said his committee was well aware of the infractions of work discipline at TV.

NEWS CHIEF RESIGNS

It was reported last night that the head of TV's news division, Zvi Gil, has resigned. Television House sources said Mr. Gil could not get along with the director of the Broadcasting Authority, Mr. Shmuel Almog.

It is believed the resignation followed on-going differences between Mr. Gil and one of TV's senior news staffers, Mordechai Kirshenbaum. Mr. Almog reportedly demanded that Mr. Kirshenbaum be restored to a normal allotment in the work schedule. Mr. Gil apparently refused.

Mr. Almog's move was itself a response to demands by news staffers that Mr. Kirshenbaum be put back on a full schedule.

House, and had warned staff that it would not support them if they were found guilty by a disciplinary tribunal.

Newsman and cameramen turn up late. We have problems ordering transport. Different departments covering the same news event don't coordinate with each other. Poor discipline causes a large number of hitches during broadcasting," he told the Education Committee.

MRS. MILDRED EFRAI will speak today, Tuesday, Feb. 13 at 4 p.m. at Maudon Hanich, 109 Rehov Bayarkon, Tel Aviv. Tel. 234813.

Mr. Ernest E. Simke Manila
Mr. and Mrs. Kurt Holzheim Berlin

Susan and Arie Bilal Tel Aviv
are happy to announce the birth of their grandson and son

Daniel Yaacov
Boston, January 20, 1973.

Boom in car sales

Jerusalem Post Reporter

TEL AVIV. New car dealers have been doing a boom business during the last few days, a direct result of the devaluation. Mr. Amos Levy, from Champaign Motors (Volkswagen), told The Jerusalem Post that sales have gone up 10 to 15 per cent. He was not prepared to speculate whether the upsurge was connected with the current dollar crisis, but it is believed that persons who had planned to buy an automobile in the next couple of months have decided to purchase their cars now.

He added that because of labour trouble at the Jaffa custom house, Volkswagen already has a backlog of about 800 orders.

AD VALOREM, NOT WEIGHT

Our Economic Reporter adds: The method of taxing new cars will be changed during the coming fiscal year, but the average tax paid will not be altered. At present two-thirds of the levy (customs plus sales tax) is charged by weight, which makes small cars cheaper than they would otherwise be, and larger vehicles more expensive.

Under the new dispensation, 52.5 per cent of the tax will be by price, and only 47.5 per cent by weight. This will increase the price of small cars and decrease the price of large ones, compared with present levels.

The purpose is to reduce the distorting effect of the tax system on relative prices, a Government economist explained.

Ja'abari urges Lord Caradon to mediate

Jerusalem Post Arab Affairs Reporter

Mayor Sheikh Mohammed Ali Ja'abari of Hebron yesterday urged Lord Caradon, Britain's former Ambassador to the U.N., to mediate between Israel and the Arabs.

Lord Caradon formulated the Security Council Resolution 242. Sheikh Ja'abari said he would undoubtedly succeed in getting the sides together in view of his familiarity with the area from his service under the British Mandate.

He made the remark during Lord Caradon's West Bank tour which yesterday included Hebron and Bethlehem.

In Bethlehem, Mayor Elias Freij complained to Lord Caradon that West Bank Arabs have been denied their basic right of self-determination. "Time is working against our interest," Mayor Freij said.

"Forty-four settlements have already been built on Arab lands and more are scheduled for the future."

In both towns, Lord Caradon expressed his belief that the Middle East situation was moving towards a peaceful solution, citing King Hussein's moderation and his recognition of the right of self-determination for the Palestinian people.

Lord Caradon was the luncheon guest of Foreign Minister Abba Eban at his home in Jerusalem yesterday. Among the guests were Archbishop George Appleton, the Anglican Archbishop of Jerusalem, Mr. Bernard Ledwidge, the British Ambassador, and Mr. Walter Eytan, chairman of the Broadcasting Authority.

Israeli industry lags in technology

By ASHER WALLFISH
Jerusalem Post Knesset Reporter

Israel industry lags technologically behind that of other developing countries despite the high percentage of college graduates it employs.

Labour Minister Yosef Almog said this in the Knesset yesterday in his annual survey of the operations of the Labour Ministry in the framework of the 1973/74 Budget.

Ministry experts predicted that the proportion of college graduates and technicians in the economy would increase over the next five years, he said. The annual increase in the number of engineers and architects would be 10 per cent; in science graduates 14 per cent; in technicians 10 per cent; in arts graduates nine per cent; and in doctors and dentists eight per cent.

These increases, he went on, were mainly due to the share of college graduates in the new latest wave of immigration — 40 per cent in 1972. Israeli institutions of higher learning, meanwhile, were producing four and a half times as many graduates in 1971 as in 1960.

International Labour Office forecasts predicted that Israel would top the world in 1980 in the proportion of wage earners who had post-secondary education — 20 per cent, Mr. Almog claimed. The national economy would have to take them into consideration in planning future development, he said, and job-retraining would have to be carried out on a large scale to see that the economy got the type of men it needed as quickly as possible.

If Israel could reduce the technological gap between it and more industrialized countries, Israeli products could become more competitive. Eventually, its academic capacity would give it a relative advantage over other countries.

LABOUR UNREST

Turning to the recent labour unrest touched off by negotiations for new collective wage contracts, Mr. Almog said it was essential to set

...oops, there goes the plane

LOD AIRPORT. — The goods in the duty-free shop here proved too much for the Tel Aviv Hapoel women's basketball team Sunday morning. The girls stayed behind buying while their El Al plane for Athens left without them.

The 15-girl team and their manager had arrived here on time for their 9 a.m. flight, which was to take them part of the way to their return match with Levsky of Sofia in the quarter finals of the European Cup for Women. But by the time they got over delays caused by one of the girls forgetting her travel-tax form and another her army release, not much time remained for purchases.

The girls paid no attention to repeated attempts by El Al personnel to hurry them up, and their screams came too late when they finally noticed the pilot taxiing down the runway 30 minutes late. The airline later arranged to get them to Sofia via an El Al flight to Rome.

a deadline for signing the contracts, simultaneously in all sectors. The present system was based for the economy and for employment contracts, which at present ran for two years, were possible for a year or more, amid some deliberate procrastination, complained.

The Minister said it was also essential to do away with the principle of retroactivity, which did not exist anywhere else in the world, had led to delay in signing contracts, and this in turn caused further procrastination.

At present many employees, the real value of their wages, the process, and a few groups were the only ones to fit. Labour contracts which in effect from the day of signing would speed up the negotiating process, he thought.

Self-employed to pay bigger tax advances

Post Economic Correspondent

Tax advances paid by the self-employed will be increased in the coming year (1973/74).

For those whose last assessment was in 1971, the increase is to be 20 per cent. For assessments made in 1970, the increase is 40 per cent — despite an overall 10 per cent tax cut (made in two stages, last April and next).

"The new rates simply reflect the estimated increase in income," a Government official explained last night. He did deny that there is a measure of belt-tightening as well.

Record number of buyers at Fashion Week

Jerusalem Post Reporter

TEL AVIV. — Attendance on opening day of the 9th annual Fashion Week surpassed all records. A total of 347 overseas buyers had registered by yesterday afternoon.

They come from as far as Japan, South America, Scandinavia and Canada, and two more are due in tomorrow.

Most of the week's 30 exhibits at the show at the Hilton Hotel reported firm orders by yesterday evening. Even first small-time participants in the boutique sections appeared well satisfied with business prospects.

Noticeable among the collection was the widespread use of imitative leather and fur, reflecting the vast increase in prices of real leather on the world market. Beggs-Or's Leather predicts an increase of 30 to 40 per cent on prices of leather fashions in the near future. He says he can still maintain last summer's prices because of the large stocks of raw materials he bought before the price increases.

Buyers were given an official welcome to the Week at a reception last night attended by Minister of Commerce and Industry Haim Bar-Lev.

(Leader — Page 12)

In deep sorrow, we announce the death of our dear

WALTER PERL
of Vienna

The funeral will leave today, Tuesday, February 13, 1973, at 1:30 p.m., from the Municipal Funeral Parlour, 5 Rehov Daphna, Tel Aviv, for the Holon Cemetery.

Judith Perl, wife
Dr. William Perl, brother
and Family in the U.S.A.
The Family in Israel and abroad

Our sincere condolences to

Mr. Hayim (Helimuth) Bers and family
on the death of his mother

REBEKKA (Rivka) BERS

The Management, Staff, and their families
Robert Marcus and Co.

IN DEEP SORROW, WE ANNOUNCE
THE DEATH OF OUR BELOVED

REBEKKA BERS
(née Werblowsky)

The funeral will leave today, Tuesday, February 13, 1973, at 10:30 a.m., from the Municipal Funeral Parlour, 5 Rehov Daphna, Tel Aviv, for the Holon Cemetery.

Ruth Bers
Hayim (Helimuth) and Eva Bers
Gerda and Menahem Elazar
Naomi and Dr. Hayim Katz
Gideon and Lea Elazar

WE EXTEND OUR HEARTFELT CONDOLENCES TO THE
BEREAVED FAMILY AND TO THE MANAGEMENT
AND STAFF OF THE PATRA TRAVEL AGENCY
ON THE UNTIMELY DEATH OF

YOSEF GREIVER

ISRAEL RESORT HOTELS (Management) LTD.
SHARON HOTEL, GALEI KINNERET.
RIMON INN, NEPTUNE, SHALOM

TV staff blame lax discipline

Jerusalem Post Knesset Reporter

The chairman of the TV journalists works committee accused the TV management yesterday of deliberately refraining from disciplinary action against staff, even in cases of justified complaints.

The chairman, Micha Limor, was testifying before the Knesset Education Committee. Mr. Limor said his committee was well aware of the infractions of work discipline at TV.

NEWS CHIEF RESIGNS

It was reported last night that the head of TV's news division, Zvi Gil, has resigned. Television House sources said Mr. Gil could not get along with the director of the Broadcasting Authority, Mr. Shmuel Almog.

It is believed the resignation followed on-going differences between Mr. Gil and one of TV's senior news staffers, Mordechai Kirshenbaum. Mr. Almog reportedly demanded that Mr. Kirshenbaum be restored to a normal allotment in the work schedule. Mr. Gil apparently refused.

Mr. Almog's move was itself a response to demands by news staffers that Mr. Kirshenbaum be put back on a full schedule.

FOUND
Curly haired, black and white
PUPPY
in Rehavia, Jerusalem.
Call Tel. (02) 37077

ANTIQUE
Antique Shop
Just Opened
RARE ANTIQUE
ARTICLES —
English, German, Russian,
French, XVII—XIX Centuries.
Also old carpets —
Kashan, Caucasian, Persian

PURCHASE and SALE
27 Rehov Allenby, Tel Aviv
Cra. 2 Reh. Pinsker
Tel. 56267, 56987,
8 a.m. to 7 p.m. continuous.

Mr. Ernest E. Simke
Manila

Mr. and Mrs. Kurt Holzheim
Berlin

Susan and Arie Bilal
Tel Aviv
are happy to announce the birth of their grandson and son

Daniel Yaacov
Boston, January 20, 1973.

SONY

PS-5520
SS-4300
STR-6046

HI FI EQUIPMENT is composed of: Amplifier-Tuner
20 W + 2 with 4 microphone inputs • Turntable with magnetic head
hydraulic belt • fully automatic
One pair of Speakers • 4 speakers each

Sony's demonstration room
SHALOM TOWER, 9 Ahad-Ha'am St. Tel Aviv.
Tel. 52431
NEW IMMIGRANTS:
All Sony Products are duty-free, 10 days delivery

Highlight of the Israeli TV Newsreel on Tuesday February 6, 1973

RON-LY BATHING SUITS
Maybe because only RON-LY have something worthwhile to show.
RON-LY, Israel's outstanding producers of bathing suits, present their collection in

THE BURDA FASHION SHOW
SUMMER 1973
Mon., Feb. 19, 1973
SHERATON HOTEL, TEL AVIV
Tues., Feb. 20, 1973
DAN CARMEL HOTEL, HAIFA
Wed., Feb. 21, 1973
SHALOM HOTEL, JERUSALEM
(Bayit Vegan) the perfect hotel

FINAL FASHION SHOW
and Competition
MISS BURDA 1973
Mon., March 12, at the
THE PAN AMERICAN, Bat Yam
ONLY MARKED SEATS

Foreign Buyers are invited to inspect RON-LY's Summer Collection
Please call for free cat without obligation Tel. 825135-825285

Eight families start hunger strike EWCOMERS STRIKE FOR HOUSING NEAR WORK

By H. BEN-ADI

JERUSALEM POST REPORTER
Eight immigrant families at the absorption centre started a hunger strike yesterday and plan to travel to Jerusalem today to sit in at the Ministry of Absorption. They complain that they have been waiting for housing for nearly a year, and that the Ministry of Absorption has been at the absorption centre in this western town since last April. All completed the urban, and many jobs in the Tel Aviv area, see their families in Sderot on weekends.

Families will not accept temporary housing, for fear it may be permanent.

Yesterday, the Ministry of Absorption offered all seven temporary families at an undisclosed location. Families rejected the offer because it did not contain a written promise of permanent housing within a year, at a specified location. The Post that they had down an earlier housing because they were told that they must sign the contract before it.

said 85 families who came to Sderot centre after they had already received housing. They that they were neglected because they never made a fuss or on a desk. Their police let the Ministry of Absorption a Prime Minister's office have answered; no one has come out to speak to them.

DOESN'T SEE PUBLIC
request for an interview with the Ministry Director-General Ashkenazi was answered, in the Ministry's Mrs. Burstein dated December 12, he statement that Mr. Ashkenazi does not receive the public.

residence pays, the families. They cite the case of a woman the centre who caused a riot in the Jewish Agency's office. He was detained for 24 hours, and will be in a Beersheba court on a charge of disturbing the peace.

got a flat in Jerusalem. The found workers moving furniture of flats which have already vacated. The seven families that the centre was being and that they expected to be to vacate their quarters next

answer to a request to see the director, centre officials told The Post he does not come to Sderot day. The complaining families say that the director has been merely rude to them, and told that "nobody asked you to go to Israel."

a families listed their problems follow:
Rivkha Indursky, 56, his wife Frieda, 51, and their son Leib are professions. The father is a technician, the mother an artist and the son an electrical engineer. The family was offered flats at Givat Eshkol near Kfar Bat but the son was offered a job at Elko in Ramat Gan, and the father was promised work in Tel

turned down the flats, because in order to work in Ramat Gan Tel Aviv each of them would spend one-and-a-half day travelling by bus, three buses, and pay 114 tickets. They would like to go to Bat in Holon, but were told a Jewish Agency that no flats available there.

67-year-old Isidor Herzok is a technician who is looking for an apartment to share with his son, a teacher of German, and daughter, Dr. Rafael Salukovic, a dentist employed in Bat Yam.



The eight heads of family at Sderot on the first day of their hunger strike for housing closer to Tel Aviv, where they work. (Ben-Adi)

The Jewish Agency refuses to give Mr. Herzok an apartment to himself, because he might someday be a social welfare case. His children want him to stay with them, but the flat they were offered in Holon requires IL20,000 payment within one year, aside from IL300 monthly interim rent and a IL39,000 mortgage. No one has given them an idea where they can find IL20,000.

• Mrs. Yenta Pineski, 50, and her husband, a textile technician working at Ramat Hahayal, say they were not offered a flat, because there are no flats for childless couples.

• Gedalya Altman has a job as a bank accountant in Tel Aviv. He, his wife and four-year-old son live with his parents in Bnei Brak. They were offered a flat north of Netanya but refused it because of the two-and-a-half-hour bus ride and the IL4 daily fare.

• Electrical engineer Boris Edelmann, 29, has a job with Tadmor in Holon. His wife and their six-month-old son, born here, live with her parents in Beersheba. There is no flat available in Holon. They were offered a flat near Rehovot which allegedly had already been refused by five new immigrant families.

• Gena Fradka, 53, a widow and her son, a construction engineer, have been promised that "eventually" they would get an apartment in Jerusalem. Meanwhile her son has a temporary job as a construction worker in Sderot.

• Mrs. Ann Garber, a translator of French, has been promised a job with a lawyer in Tel Aviv, where her husband works at Ha'argaz. He lives with his parents in Givat Eshkol and visits his wife and four-year-old son on the weekend. The couple has been offered a flat with his parents, but refused it because of transportation difficulties and problems posed by the family and in-laws living together.

ran in Holon. His wife and their six-month-old son, born here, live with her parents in Beersheba. There is no flat available in Holon. They were offered a flat near Rehovot which allegedly had already been refused by five new immigrant families.

The Jewish Agency refuses to give Mr. Herzok an apartment to himself, because he might someday be a social welfare case. His children want him to stay with them, but the flat they were offered in Holon requires IL20,000 payment within one year, aside from IL300 monthly interim rent and a IL39,000 mortgage. No one has given them an idea where they can find IL20,000.

• Mrs. Yenta Pineski, 50, and her husband, a textile technician working at Ramat Hahayal, say they were not offered a flat, because there are no flats for childless couples.

• Gedalya Altman has a job as a bank accountant in Tel Aviv. He, his wife and four-year-old son live with his parents in Bnei Brak. They were offered a flat north of Netanya but refused it because of the two-and-a-half-hour bus ride and the IL4 daily fare.

• Electrical engineer Boris Edelmann, 29, has a job with Tadmor in Holon. His wife and their six-month-old son, born here, live with her parents in Beersheba. There is no flat available in Holon. They were offered a flat near Rehovot which allegedly had already been refused by five new immigrant families.

ran in Holon. His wife and their six-month-old son, born here, live with her parents in Beersheba. There is no flat available in Holon. They were offered a flat near Rehovot which allegedly had already been refused by five new immigrant families.

The Jewish Agency refuses to give Mr. Herzok an apartment to himself, because he might someday be a social welfare case. His children want him to stay with them, but the flat they were offered in Holon requires IL20,000 payment within one year, aside from IL300 monthly interim rent and a IL39,000 mortgage. No one has given them an idea where they can find IL20,000.

Attempt to burn mission press fails

An abortive attempt was made Sunday night to set fire to a missionary printing shop in Jerusalem's Bak'a quarter. Residents of the building which houses the "Mount Zion Reporter" press discovered yesterday morning that a pile of pamphlets had been partially burned, and kerosene had been poured in several places throughout the print shop. The fire, it appeared, had gone out before it had a chance to spread.

The "Mount Zion Reporter" is a monthly dealing with religious subjects. The press also prints various pamphlets and leaflets for missionary groups.

Several months ago the shop was invaded by members of the Jewish Defence League, who had to be removed by police.

Last week fire was set to the International Centre for the Holy Scriptures, a missionary centre on the Mount of Olives. Four JDL members and two yeshiva students were arrested as suspects. (Itim)

Boy sent to jail; no closed home for juveniles

HAIFA. — A juvenile court judge here sent a 14-year-old boy to prison for six months yesterday, and then complained that what he had done was not in the boy's best interests.

Judge Aharon Melamed convicted the boy of several burglaries and car-theft, committed after he had run away from a reform school. The boy has a long list of previous convictions, and various attempts to rehabilitate him have all failed, with the boy running away each time.

The judge decried the absence of a closed institution to which the boy could be sent for suitable rehabilitation. It is impossible, he noted, to deal with such cases in a home from which delinquents can escape so easily.

The boy had been in the Gil Am juvenile home — a closed institution — but it was shut down last year. The boy was taken to another home from which he escaped two days later. (Itim)

Tel Aviv budget up to IL340m.; no tax rise

JERUSALEM POST REPORTER
TEL AVIV. — The City's budget for 1973/74 will be IL340m., according to estimates presented to the City Council. The budget this year is IL275m.

Despite the increase, no rise in rates is expected. The City hopes to finance as much of the added expenditure as possible by increased collections on various service fees.

Mayor Yehoshua Rabinowitz said that the significant increase represents the general inflationary spiral affecting the whole economy. The city, he argued, now have to pay far more for services, wages and materials. The steady rise in prices, the Mayor maintained, is especially hard on municipal administrations, whose income depends on the size of dwellings, not on a resident's earnings.

Judge loses patience with city inspectors

JERUSALEM'S MUNICIPAL COURT JUDGE Avraham Ben-Hador yesterday ordered two municipal health inspectors arrested, for failing to show up to testify in his court.

The two, Benjamin Ben-Zion and Albert Elroy, were scheduled to appear as witnesses for the City in its case against 16 residents of an apartment house in Rehov Mevo Timna (Ramat Eshkol). The City charged the residents with failing to build a proper bin for the garbage cans.

When the witnesses failed to appear, Judge Ben-Hador recessed the court and sent a note to the Municipality, asking that the two be sent to court. However, the inspectors were not found. The judge then lost his patience and ordered their arrest, asking that they be brought before him when the trial resumes in a month's time.

They will be released only under third-party bond of IL1,500 each.

A FREED EXHIBIT illustrating the life of the founder of psychoanalysis was opened yesterday at the Tel Aviv University Library by West German Ambassador Mr. Jesco von Puttkamer. The exhibit will remain open until February 25, and then move on to the Hebrew University and the Haifa University.

NEW IMMIGRANTS
FINALLY YOU CAN GET
IN REAL THE GOOD
FEEL YOU NEED!

Slumberland

World famous SLUMBERLAND beds are now available at special low prices—equal to your favourite stores abroad but include all shipping expenses.

- A model and size for every need and pocket
- 26 different headboard designs for your choice
- High-class international inspiring mattresses
- Superior British upholstery materials

Sole Distributors
for Israel:
SHARON LTD.
2 Rehov Gild (opp. 15th March), Ramat Gan 5232551
Available Tax Free through all appointed agents

MEDITERRANEAN IS MOST POLLUTED SEA

By YAACOV FRIEDLER

JERUSALEM POST REPORTER

HAIFA. — The Mediterranean Sea is more polluted and pollution-prone than other bodies of water. Its eastern shores, including Israel, are the most affected, scientists of the Oceanographic and Limnological Research Company told the press yesterday.

"But due to the proliferation of authorities responsible, with no coordination between them, we feel impotent in dealing with the problem," Mr. Yohai Bin-Nun, the general manager of the company said.

The company was concentrating on the research side of the problem, he said.

Its Chief Scientist, Dr. Avraham Golik, explained that in addition to pollution from its own coasts, especially the heavily industrialized Italian and French shores, the Mediterranean also served as a sort of garbage dump for many of the pollutants from the Atlantic Ocean.

These enter with the surface water, through the Straits of Gibraltar, sink further down in the Mediterranean, pollute it, and only gradually flow out again through the Straits. Due to the prevailing westerly weather, the pollutants tend to flow towards the eastern shores.

INVENTORY OF POLLUTANTS

He urged immediate preparation of an inventory of the various pollutants according to their danger to plankton, and through the food chain up to fish and finally man.

He did not advocate "immediate drastic steps," such as forbidding the disposal of all wastes into the sea. However, dumping of more toxic wastes, such as mercury compounds, should be stopped at once, he said.

(On Thursday Technion scientists announced they had detected concentrations of toxic methyl mercury in Haifa Bay fish four times the maximum safety limit adopted by Israeli and U.S. health authorities. Samplings showed that Haifa Bay water contained up to 30 times more mercury than the world sea average, while water from the area north of Ashdod contained only one-eighth the amount of mercury in the bay water — clearly pointing to industrial sewage in the Bay area as a main source of the pollution.)

Mr. Bin-Nun said the company has invited Professor Richard Dugdale, of the University of Washington, who is presently engaged in sea pollution research in Athens for the Greek government, to meet its scientists and survey the situation along Israel's coasts — the Mediterranean, the Red Sea and Lake Kinneret. Professor Dugdale, who was accompanied by his associate, Dr. Tom Hopkins, a marine physicist, completed his visit yesterday.

COMPUTER SIMULATION

He said he was now concentrating on developing computer simulation of marine processes, with the aim of predicting what effect different kinds of pollution would have. He stressed that the Mediterranean pollution was not only a problem of the countries bordering it, but of the Atlantic countries too. Atlantic pollutants flow into the Mediterranean, and do their damage here.

"We don't know exactly what and how much of it is going on. But we estimate that there are from 100 to 1,000 identifiable pollutants in the sea, some of them insignificant. To draw up a list of 20 compounds that should be studied for their potential danger."

While the sea, through its own biology can cope with a certain

amount of pollution, he thought it essential that scientists get a clear picture of the limits. Their findings should be incorporated into effective international conventions for the prevention of sea pollution.

He noted that stopping the flow of industrial waste into the sea was easier in rich countries, "who can take the close-down of a whole industry in its stride." In a smaller country, this may cause ruin.

As to Israel, he considered the problem of oil spills at the tanker terminals in Eilat and Ashdod the one most easy to solve. "Experience in the U.S. has shown that where each loading operation is carefully supervised, no 'accidents' happen. But when nobody looks they do. The answer is very careful supervision and stiff fines."

In Lake Kinneret, he thought, an exhaustive study should be made of the effects of the flow of chemicals on the lake plankton, which has a tendency to flourish even without outside nutrients. In the Mediterranean the problem was the extremely rapid circulation of surface and deep water, resulting from the sea's hydrodynamic regime.

Police won't expel squatters from kibbutz

ASHKELON. — Police said yesterday they would not use force to expel a group of 12 Kiryat Malachi residents squatting at abandoned Kibbutz Kedma unless the Jewish Agency gets a court eviction order.

The buildings of the former kibbutz, off the Katsina-Beersheba highway, had been occupied until recently only by a religious group calling itself "The Family of Israel." After fights broke out between them and the new arrivals from Kiryat Malachi, the Jewish Agency asked police to remove the latter.

Police said yesterday that on Sunday they told the leader of the Kiryat Malachi squatters, Shlomo Asulad, to immediately vacate the four Kedma buildings his group was occupying. They added that they later called all 12 squatters to the Kiryat Gat station for questioning.

The "Family of Israel" group has been trying to rehabilitate young delinquents and drug addicts. The legality of their stay at Kedma is due to be challenged in court by the Lands Authority.

School strike at Rosh Ha'ayin ends

ROSH HA'AYIN. — Students of the Rogosin religious comprehensive school went back to their classes yesterday, after a week-long strike.

On Sunday, the Education Ministry assured the parents' committee, who had begun a hunger strike at the Western Wall, that their demands will be met.

The parents want a four-year-old promise to add a wing to the school fulfilled. It would make room for 16 classrooms, a gymnasium, dining facilities and laboratories. More than a third of the school's 700 pupils, the parents had complained, went to class in sheds and shelters.

The Education Ministry assured the parents one of its officials would go to Rosh Ha'ayin next week to get the new wing's construction started immediately. (Itim)

U.K., Australian Federations win immigrants' praise

JERUSALEM POST REPORTER

Recent arrivals warmly praised the immigrant absorption work of the British and Australian Zionist Federations at a meeting yesterday in Jerusalem between local personnel and British and Australian Zionist leaders attending the Zionist General Council. Among the leaders were Lord (Barnet) Janner of Leicester, British Zionist Federation Chairman Abe Kramer and Australian Chairman Bernard Forster. The director of the Israel Office, Mr. Eric Lucas, reported that while immigration from Britain had fallen from 1,350 in 1971 to 1,064 in 1972, only five per cent left Israel. Many professionals and academics were among the immigrants from Britain.

Australia, with its steady 350 immigrants each year, had the highest proportion of immigrants in relation to the size of its Jewish community, Mr. Lucas said.

French businessman buys Ashdod cinema

TEL AVIV. — The Shikun Uptuah Company has sold the cinema it built in Ashdod to a French businessman for IL1,350,000. It was announced yesterday. The name of the purchaser was not disclosed.

The theatre was constructed only after a "profitability study" showed that the residents of Ashdod were among the most frequent cinema-goers in the State, despite the fact that most of them owned TV sets.

Shikun Uptuah has another newly-built cinema for sale in Ma'alot, as well as other commercial buildings nearing completion throughout the country. Of these, 215 are shops, 151 are offices, 33 are warehouses or workshops, seven are banks or halls, and one is a supermarket.

THE B'NAI B'RITH order in Brazil has established a \$20,000 fund to help the social absorption of Brazilian immigrants. There are 5,000 Israelis who came from Brazil, and 900 more are coming every year.



DO YOU KNOW WHY PEUGEOTS ARE THE BEST SELLING CARS IN ISRAEL?

You know why so many private cars here are Peugeot's? And so many taxis? Because these are cars that have been tailored for Israel's roads and climatic conditions. Fast, rugged, economical and above all enormously reliable.

A network of Service Garages and Agencies in all parts of the country, with a thoroughly trained staff, are eager to serve you and take efficient care of your car.

A wide range of sedans, sports cars and commercial vehicles is offered to meet your every need.

Take your choice... You deserve the best buy and the best resale value.

Order now, save bother later.

You can order your Peugeot before you come to Israel. Everything will be taken care of. Customs, documents, formalities, we'll handle them all, at no extra charge. Send for details from the sole distributor in Israel: D. LUBINSKI LTD., 16 Rehov Soneino, Tel. 53314/5/6, Tel Aviv.

PEUGEOT THE LION ON THE ROAD

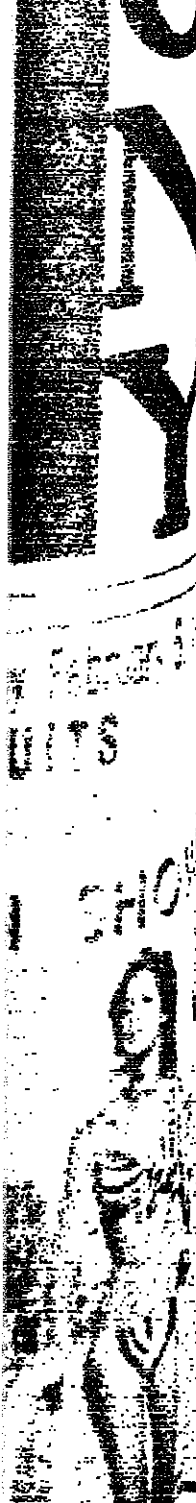
good news

FAST DELIVERY from leading furniture suppliers is the good news. Danish Interiors Merchandise Mgr. has just returned from a special trip to Europe and Danish is happy to announce that its suppliers are cooperating splendidly. Therefore there is still time to choose from a large selection of top quality furnishings, carpeting and rugs. As always, whether your budget is small or great, you will find the best values at Danish.

for olim, temporary residents

danish interiors

Tel Aviv: 26 Rehov Trumpeldor
Haifa: 53 Rehov Horev, Ahuza
Ramat-Gan: 104 Derech Jabotinsky
Jerusalem: 3 Rehov Hasoreg, opp. Bank Israel.



116 U.S. PRISONERS FREED BY HANOI ARE FLOWN OUT

CLARK AIR BASE, Philippines (UPI). — The first group of American prisoners from the Vietnam war received a hero's welcome yesterday. For one, it was the first taste of freedom in more than eight and a half years.

A total of 116 men flew in from Hanoi in three medical flights. Nearly seven hours after the first plane from North Vietnam arrived, 26 more P.O.W.s who had been held in South Vietnam arrived at Clark Air Force base. Another prisoner, a civilian in South Vietnam, got off in Saigon where he was hospitalized, Pentagon sources said.

"God bless America," said a tearful Navy Capt. Jeremiah Denton, the first P.O.W. off the C-141 Starlifter evacuation plane which brought the first group 1,450 kms. from Hanoi to Clark.

The 27 prisoners held by the Vietcong were released at Loc Ninh, South Vietnam, more than 12 hours later than expected because of a procedural hassle between members of the four-power Joint Military Commission (J.M.C.) charged with supervising the release. The P.O.W.s first went to Saigon, then took off from there for Clark.

Preliminary medical examination of those released in Hanoi indicated no one required medical treatment and detailed physical examinations will not begin until they complete a rest period today, hospital spokesmen at Clark said.

The first group of prisoners released by Hanoi included Navy Lt. Cmdr. Everett Alvarez, who had been a prisoner for eight and a half years — longest of any American held in North Vietnam. He was the second man to get off the plane at Clark and saluted but said nothing.

Many of the P.O.W.s arriving at Clark laughed, some cried, and all got a hero's welcome.

Lieutenant Commander Milton Baker, of the operation homecoming command in Clark, said the P.O.W.s asked questions about sports, fashions, their military ranks and Women's Lib.

Asked if they knew of recent world news — such as the death of President Lyndon Johnson — Commander Baker replied: "Yes. They had some access to newspapers."

The 116 P.O.W.s were the first of 592 prisoners scheduled to go free by March 29 under the Paris ceasefire agreement.

Some of the men hobbled as they left the planes. Some limped. Three were carried in stretchers. But most managed a smile and a wave

to hundreds of fellow Americans. "Welcome home, beautiful men," read a sign painted on a sheet and waved by a group of women waiting at the base 80 kms. north of Manila.

A U.S. Air Force sergeant who flew into Loc Ninh to help release captured South Vietnamese soldiers said the Americans looked "fantastic." "They were just in high spirits," he said. "They were feeling good, wearing the clothes they were captured in, looking thin but happy."

The dispute between the four members of the J.M.C. arose when some Communist prisoners refused to board their evacuation aircraft, apparently because they feared a trick.

The release of the Americans had been contingent on the freeing of more than 3,000 North and South Vietnamese. The Communist prisoners were to be turned over at Loc

Ninh and Quang Tri. At about the same time, the Americans were being freed, two U.S. Air Force C-130s picked up two planeloads of about 80 South Vietnamese soldiers each and flew them to Bien Hoa near Saigon.

There was a small military band to greet the South Vietnamese and when they came into earshot some of them skipped and some of them fell into step.

President Nixon hailed the release of the U.S. P.O.W.s and in the words of Abraham Lincoln, urged the nation to "mark this special Sunday with a prayer of thanks for all who have borne this battle — and made peace with honour possible."

In a statement issued from the Western White House, the President urged the nation to "resolve anew to be worthy of the sacrifices they have made."

After embassy arms discovery Iraq 'surprised' at Pakistan ousters

BAGHDAD (Reuters). — The Iraqi government is viewing with extreme surprise and concern reports of measures taken by the Pakistani authorities against the Iraqi embassy in Islamabad and Iraqis in Pakistan, the official Iraqi news agency said here yesterday.

(This was the first Iraqi reference to the Pakistani government's announcement on Saturday that a huge haul of arms had been uncovered at the Iraqi embassy and declaration of Ambassador Hikmat Suleiman and an attaché at the embassy as *personae non gratae*.)

The agency said the Iraqi government would take the appropriate attitude and measures in the light of the official information it would receive.

Mr. Suleiman, meanwhile left for Karachi en route for Baghdad, authoritative sources said.

The sources said Mr. Suleiman, who had been ambassador here for six months, was booked on a Kuwait Airways flight from Karachi to Baghdad today.

On arrival in Karachi, Mr. Suleiman said yesterday that arms were not intended for use against Pakistan. Pressed by reporters to disclose the final destination of the Soviet-designed weapons — which included over 300 sub-machineguns and 60,000 rounds of ammunition, Mr. Suleiman said: "You can draw your own conclusions. I can only

say these arms were not meant for use against Pakistan."

There was no word of the whereabouts of the Iraqi attaché also declared *persona non grata*, but informed sources said the diplomat, consular affairs attaché Nisar Saud, left Pakistan before the arms haul was found on Saturday.

Usually reliable sources said President Zulfikar Ali Bhutto was yesterday meeting senior aides to discuss the situation in the country following the arms discovery.

Pakistan's four provincial governments were also converging on the federal capital for a governors' conference today, they added.

Various newspapers yesterday condemned indignantly what they called "this gun-running racket."

The government-owned daily, "Pakistan Times," said Pakistan's reaction — expulsion of the two diplomats, recall of Islamabad's own envoy in Baghdad and strong protest to Iraq — was too merciful.

"The enormity of the embassy's crime calls for a total break with Baghdad — of course without prejudice to our brotherly relations with the people of Iraq who, we are sure, neither knew nor would approve of their diplomats' cloak-and-dagger activities in Pakistan," it said.

Anti-tank missiles washed ashore in Britain

LONDON (AP). — Hundreds of anti-tank missiles and 3,200 rounds of small arms ammunition have washed ashore on Britain's coasts during the past 11 days, a spokesman for the Royal Navy said yesterday.

The navy has exploded 867 of the 940 missiles located so far on the southwest coast, he said. The ammunition, which came ashore in Pembrokeshire in Wales, could all have come from the same source, he added.

The spokesman said he could not comment on how the weapons came to be in the sea, but he would deny a report published in Tel Aviv that they were part of the cargo of an Israeli ship, the 4,525-ton Gallia, swept overboard in a violent storm in the Atlantic early this year.

The shells were described as 84-mm. Carl Gustav anti-tank missiles with practice heads fitted.

Douglas-Home in Liberia

MONROVIA, Liberia (AP). — British Foreign Secretary Sir Alec Douglas-Home arrived here yesterday from Senegal to continue his three-nation West African tour.

At the airport, Douglas-Home — the first British Foreign Secretary to visit here — said that today the African continent has many claims on the attention and goodwill of Europe.

VISITS. — Foreign Minister Kim Yong Shik of South Korea left yesterday for official visits to West Germany, Britain and the U.S.

THE HOUSE OF JAPAN IN ISRAEL LTD.

affiliate of

MOISE CARASSO SONS LTD.

ORIENT WATCHES, JAPAN

Has decided to appoint

Experienced sole area SALESMEN

(commission basis).

A fine, long-term job for the right man.

Please apply with guarantees and references for a personal interview to Mr. TAL, Tel. 03-33241

Discretion Assured



Ugandan police bind William Nkoko to stake in a football stadium in Jinja on Saturday to await execution by firing squad. Nkoko was sentenced to death by a military tribunal for alleged guerrilla activities. (AP radiophoto)

Kenyans rap Uganda terror

NAIROBI (AP). — Kenyan newspapers reacted bitterly yesterday to the public execution in Uganda of 12 men convicted by a military court of guerrilla activities and accused of perpetuating a reign of terror.

The mass circulation tabloid "Nation" said not all acts of lawlessness in Uganda have been perpetrated by guerrillas. It said the disappearance of Uganda's chief justice and the murder of the chief magistrate of Kampala "were planned and executed by Amin's own men."

The paper added: "There is a large element of doubt as to whether everyone either killed or sentenced to death by military tribunals was

in fact a guerrilla. The unfair trial of the 12 unfortunate Ugandans is absolutely indefensible."

"The exercise of chaining hooded men to the trees, watched in silence by thousands of relatives and the population — men, women and children — is cowardly, revolting and outrageous."

"The East African Standard" said: "The macabre extent of public fear in a reign of terror that has fallen upon a once prosperous country is not fully realized."

"It would be shameful for anybody to try to ignore the dreadful events in Uganda. The reality of the extent of the great blood-bath in Uganda, where innumerable thousands have perished, compared with the terror of the French revolution," the daily said.

Rhodesia 'has proof' that Zambians fired on fishermen

SALISBURY. — Rhodesia has "positive proof" that the men who fired on a group of white fishermen, killing one and wounding two, were Zambian soldiers, a government spokesman said yesterday.

The spokesman did not give details of the "positive proof," but said Rhodesia has sent an official protest note to the Zambian government.

Winston Frank Austen, 28, was killed a few kilometres downstream from Chirundu. Ernest John Whittaker, 31, and Raymond Greef, 25, were injured.

Greef said yesterday no warning shots were directed at the boat from Zambia before the attack, and that whoever was firing remained hidden.

In Lusaka yesterday, Zambia accused Rhodesia of violating its territory, airspace and waters along the Zambezi river border.

A government spokesman, saying that details would be released later, added that the violations had been committed by Rhodesian and South African forces.

The Zambian government spokesman denied the Rhodesian charge of firing on the three fishermen and said that Rhodesian forces had fired on Zambians.

Zambia's side of the Zambezi river was declared a restricted area last December, making its use unlawful without government authority.

Zambia's Foreign Minister Elijah Mudenda said yesterday that African guerrillas fighting in Rhodesia are also based there.

The Rhodesian regime's decision to close the border with Zambia was based purely on desperation, he said. The Foreign Minister was briefing the four-man U.N. Security Council team which arrived in Lusaka on Sunday to assess Zambia's import and export needs following Zambia's decision not to use the southern route through Rhodesia. (UPI, AP)

CRISIS IN SIXTH DAY Uruguayan President spurns rebel proposals

MONTEVIDEO (UPI). — President Juan Maria Bordaberry has rejected the political programme demanded by the leaders of an armed but bloodless rebellion and has decided not to resign, relatives said yesterday. His decision may force a showdown in the Uruguayan capital, political observers said.

Mr. Bordaberry's relatives on Sunday night left the presidential palace after seven hours' consideration of the 19-point programme covering all facets of political and economic life, which army and air force generals insist he must adopt if he wants to continue in office.

"He will not resign, and he has rejected the demands," an aunt said.

Teenage girls plant bomb in Ulster

BELFAST. — A bomb planted by two girls in a shoe store in Belfast's city centre yesterday demolished the three-story building and seriously damaged surrounding premises. The occupants were able to flee, however, before the explosion, and there were no casualties.

The bomb was found by a sales clerk in the women's toilet of the shop when she became suspicious on seeing the two girls, both in their late teens, leaving without the suitcase one was carrying when they arrived.

The alarm was given, and customers and shop personnel left.

The explosion followed a week-end of violence in which two nine-year-old girls were hit by stray bullets and gunmen in a speeding car opened up on men standing on a Belfast street corner. A schoolteacher and a girl died in an explosion in County Down. Security officials said they were members of the Irish Republican Army and were killed by their own bomb.

After a weekend strategy conference among the militant Protestant groups to outline new strategies, sources within the groups said the more militant elements were demanding violent measures unless the army released 12 Protestant extremists arrested over the weekend.

They said the various militant organizations were also setting up dual command structures so that if any leaders are picked up there will be immediate replacements.

Among the 12 men detained was John McKeague, leader of the "Red Hand," a small Protestant group suspected by police of being responsible for many attacks against Roman Catholics in recent weeks.

A Red Hand spokesman said today McKeague has been ordered to end a hunger strike he started when arrested on Friday, but an army spokesman said he has refused.

"He has told us he will be dead by midnight Thursday," the army spokesman said.

The Red Hand warned last night that if McKeague died as a result of his hunger strike "it will be a spark to set off another spate of violence" in Northern Ireland. (AP, UPI)

The army and air force insisted to be in complete control of the situation following their rebellion Friday. The 2,000-man navy, at first remained loyal, subsequently split on the question of supporting the President and the rebellion has become more incoherent, political observers said.

The rebel leaders, Brig. Jose Ieraz Caldas and Gen. Hugo Chazotte, presented their programme to Mr. Bordaberry at a conference on Sunday night in the presidential palace.

The top rebel leaders and aides arrived at the president's mansion on Sunday for the president's response to their programme and drew boos and chants from a crowd of 500 who had gathered to support the President. The demonstrators chanted as they sang large Uruguayan flags.

The generals stayed for 30 minutes, meeting in a small room outside the main building, and then they sang the national anthem loudly.

Mr. Bordaberry's brother, a cleric, asked the demonstrators to be quiet, saying they must be calm. "It is very important that they are trying to do," he said.

"We will die for the President," a man in the crowd shouted. "Ignacio Bordaberry replied: 'I am in the house, feel the way.'"

World's biggest haul of raw opium seized

TEHRAN. — Iranian forces seized the world's largest haul of raw opium — 224 tons — found in an oil tanker off the Afghan border, police officials said yesterday.

The forces detained eight men travelling aboard the ship, which they said had been across the border from Pakistan.

The opium haul would have a street value of about \$248m, sources said.

Under Iran's strict anti-drug laws, anyone convicted of possessing more than two kilos of opium faces the death sentence. (UPI)

Greeks jail arms smugglers

ATKOS, Greece (Reuters). — Greek courts have sentenced the captain and crew of the Lebanese ship La Perle to prison terms ranging from one and a half to three years on charges of smuggling and possession of weapons.

The 600-ton ship was seized in Greek waters when customs officers discovered a quantity of weapons hidden in cases of whisky.

According to the indictment, the ship was carrying four machineguns, 5,307 pistols, 12 automatic rifles, 7m. pistol bullets, 24 machinegun bullets, and other arms.

Greek officials told the court the suspected weapons were intended for Greece.

REGISTERED NURSE

WANTED FOR CONVALESCENT HOME IN HAIFA DISTRICT

- ★ Full-time job
- ★ Ability to read German essential
- ★ Good conditions

Suitably qualified applicants are asked to apply, in writing, to P.O.B. 3119, Tel Aviv, for No. 444, giving details of experience and education.

TEL-AVIV UNIVERSITY

THE JAPANESE EMBASSY IN ISRAEL

ANNOUNCES RECEPTION

To mark the Presentation of a Book Collection by the Government of Japan to Tel Aviv University,

which will take place tomorrow, Wednesday, February 14, 1973, at noon, in Room No. 202 of the Sourasky Central Library, Ramat Aviv Campus.

NOTIFICATION TO PARENT

District Court

Tel Aviv

To: Mr. Daniel Schrook Moore



Be advised that this Court is about to issue an order covering the adoption of your son, born Nov. 27, 1971, by whomever the Court will see fit. This Court Order will put an end to all obligations and rights between the child and his parents and other relatives and to the powers vested in them with regard to the child, unless otherwise ordered by the Court in the adoption order.

If you oppose your son's adoption, you are hereby invited to present a written appeal to the Secretary of the Court, within 30 days from the date of publication of this notification.

If you do not do this, the Court will have the authority to make an adoption order, as it deems fit. If you submit your objection within the stated period, you will be invited to the Court to give reasons why the aforementioned adoption order should not be given. February 8, 1973.

TELECOMMUNICATIONS COMPANY

REQUIRES ACTIVE PARTNER

(IL150-300 thousand)

preferably with knowledge of communications, and administrative ability.

Please apply, giving details, to P.O.B. 22029, Tel Aviv.

If you are a first-class

ENGLISH TYPIST

spell well, take shorthand, and have a good working knowledge of Hebrew, we'll pay you a good salary to match your abilities; part-time work (8.30 a.m. to 2.30 p.m. — Fridays till 12).

Friendly atmosphere, interesting work, and all the excitement you've heard there is in advertising, but couldn't get details of.

Please ring us (Tel. 03-256219) and tell us about yourself.

NEEDED

EXPERIENCED TYPIST

with shorthand ability, mother tongue English, other languages an asset, for interesting work in pleasant conditions.

Tel.: 03-252302-3

QUALIFIED SALESGIRL

WANTED FOR AN EXCLUSIVE BOUTIQUE. TOP SALARY

Tel. 826169, Tel Aviv, 8 p.m. to midnight.

K.D.M. ELECTRONICS LTD. REQUIRES

ELECTRONICS ENGINEER

for Sales Department with experience in negotiations and arranging sales to enterprises and institutions.

Apply, enclosing curriculum vitae and details of previous places of work, to P.O.B. 4770, Tel Aviv.

— DISCRETION ASSURED —

In Jerusalem!

YOU ARE ENSURED A GOOD LIVING

IF YOU ENROLL FOR THE

Course for Life-Insurance Agents

organized by top flight insurance personnel.

Please contact Tel. 327181 between 8 a.m. and 1 p.m. to arrange an interview.

Palmer wins his 61st

ARNOLD Palmer won the Bob Hope Desert Golf Classic with a total 17 strokes under par. He bucked heavy rain and winds to beat out fellow-Americans Jack Nicklaus, Johnny Miller and Gay Brewer for the \$32,000 top money.

It was the 61st — and perhaps the most welcome — victory of Palmer's famed career as the living legend once again confounded the critics who, for the fourth or fifth time, had said: "Now, at last, he's through. He won't win again."

The 43-year-old master, probably the most popular player in the ancient game has ever known, secured his first triumph since July 28, 1971 with a final round 69, three under par on the rain-soaked, wind-whipped Bermuda Dunes Country Club course.

TENNIS

STAN Smith blew a two-set lead and had to struggle through five sets against Bob Lutz in Philadelphia Sunday before winning his first tournament on the World Championship Tennis Tour.

The 26-year-old Smith, America's top-ranked player, earned the \$10,000 first prize with a 7-6, 7-6, 4-6, 1-6, 6-4 triumph over his long-standing friend and doubles partner.



In the doubles, Americans Brian Gottfried and Dick Stockton teamed to defeat top-seeded Rod Laver and Roy Emerson of Australia 4-6, 6-3, 6-4. It was the first defeat after 15 straight victories in four tournaments for the Laver-Emerson team.

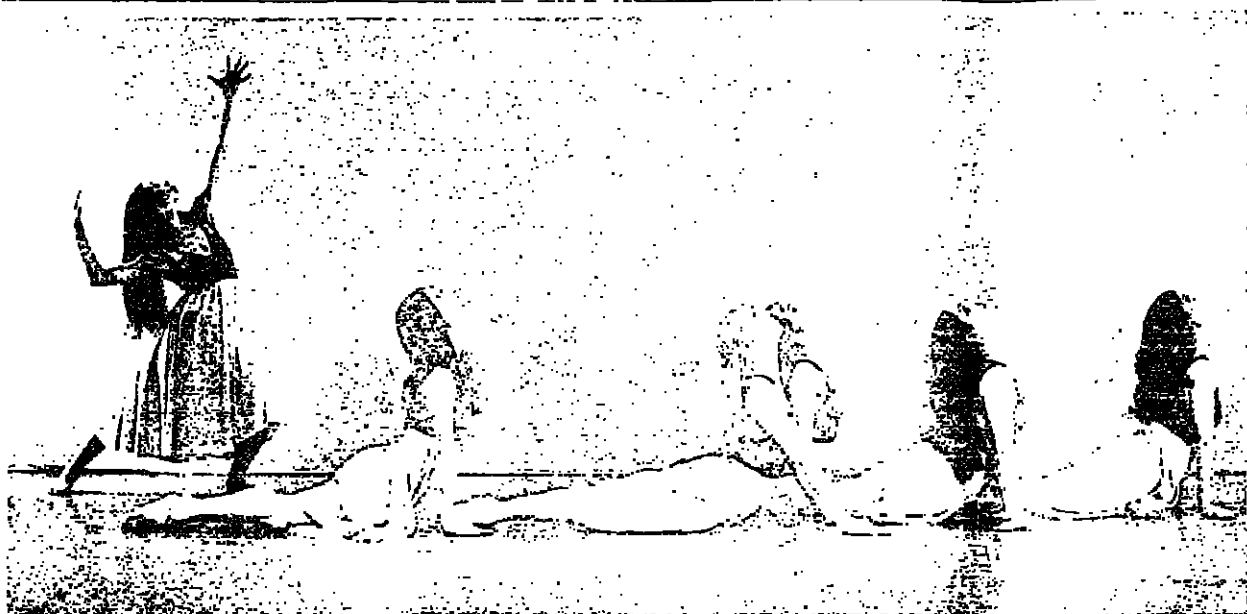
In Miami, Margaret Court of Australia won her 12th straight tournament Sunday with a come-from-behind 4-6, 6-1, 7-5 victory over Kerry Melville, also of Australia, in the \$30,000 Barnett Banks Classic on the Virginia Slims tour.

Mrs. Court won the final four games of the third set, pulling from a 3-5 deficit and winning her 59th consecutive match.

ATHLETICS

KIP Keino, Olympic steeplechase gold medalist, yesterday signed a contract to run professionally in the United States and Canada with the International Track Association (ITA).

The 33-year-old Kenyan, recently was involved in a squabble over his amateur standing.



Nira Paz and Bat-Dor dancers in dove-like 'Palomas'

(Mula and Barimaty)

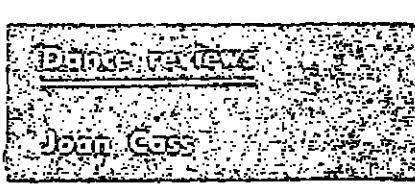
Bat-Dor: Mixed bag of styles

THE Bat-Dor Dance Company brings a mixed bag of styles in their latest programme. Most successful in choreography and performance, are Manuel Alon's two works, "Palomas" and "Juana," both structured in the Merce Cunningham manner.

One's first impression is of free form, but gradually the patterning emerges. The dancers are often doing the same things, but since they begin their phrases at different, irregular intervals, they seem to be moving at random.

Alon's compositions are more intentionally symbolic than Cunningham's. In "Palomas" his six female figures, strikingly led by Nira Paz, take their themes from anguished doves — symbols of peace, but caught in war. They are seen in soaring poses, outspread wings (formed by skirts held wide), and abrupt, darting motions of frightened flight. After a long, strained beginning of intermittent solo passages, the frantic creatures finally huddle together in a desperate pile; the shrill screams that have accompanied them unrelentingly, suddenly stop; in the blessed silence the dancers look uneasily from side to side, almost afraid to believe that peace has come — but then the deadly exploding noises are heard again, as at the beginning.

"Juana" is a dream — or nightmare. Jeannette Ordman, alone, in quiet concentration removes a sweater, folds it up, and lies down to sleep. A group of figures crowd onto the stage, climbing through



the backdrop. She and they become involved, nervously passing, touching, removing sweaters.

Vivid, entwining movements are caught in a shaft of light. Shadowy, vaguely threatening forms drift about. The group fades away. Miss Ordman lies down again. The whole is evocative, if at times the almost total stage darkness disturbs the eyes.

LITERAL SYMBOLISM
Symbolic also is Dori Reiter-Soffer's "Phases." But here the symbolism is literal, with the dance following a story line. I found this translation of a poem into movement, heavy-handed. The poem tells us that Mother Earth despaired of the corrupt sons she bore, and so she conceived again, to bring forth a pure spirit.

Reminiscent of the opening of Balanchine's "Apollo," Nira Paz, in green as Mother Earth, sits atop her globe and proceeds to have birth contractions. From behind the globe are born a group of dancers, who soon break into an orgy. In disgust, Earth again goes into labour. This time a figure in white with a shiny silver disk on her middle emerges. The others cover their eyes in wonder. The pure one conquers a stalwart Rahamin Ron; then all the others dance tea-

dily, holding hands instead of grubbing crudely at each other's bodies.

"Horizons in Violet and Blue" drops us unexpectedly into a balletic world, where the structure is musical and the movement is designed for its lines and rhythms, rather than emotional allegories or textures. Inessa Alexandrovich has obviously mastered the techniques of classical choreography. But in this romantic portrayal of love sought, lost and then won, she superimposes modern, turned positions on the conventional ballet vocabulary. The result is a piece unfocused in viewpoint, but it is well-phrased and bouncy.

Deputy mayor must destroy illegal building

Jerusalem Post Reporter
REHOVOT. — The Magistrates' Court here has ordered Rehovot Deputy Mayor Emanuel San'ani to tear down an illegal penthouse built by his firm.

Judge Shlomo Tifrah, who denounced the existing penalties for illegal building as too light, also fined San'ani IL5,000. His partner, contractor Rafael Lavi, was fined IL2,500.

The indictment noted that San'ani had violated his written promise to Rehovot Mayor Shmuel Rechtman that he would not go ahead with the penthouse without the approval of the local planning and building commission. Describing the case as a grave example of the prevailing lawlessness in building, Judge Tifrah said Friday that the law should be revised to allow for heavier penalties.

THE PAUL BAERWALD School of Social Work at the Hebrew University yesterday awarded 87 B.S.W. degrees, 19 more than last year. It was the Social Work School's 12th graduating class.

Adoption of abandoned child

The Supreme Court dismissed an appeal against a judgment of the Tel Aviv District Court delivered on April 16, 1972 (in Motion 687/72).

The appellant is a divorcee with six children from her marriage and two children born out of wedlock. One of the latter children she took to England and apparently left it there for adoption. The other, born in 1969, she at first agreed to hand over for adoption in Israel. But after a social welfare worker had been appointed by the District Court to be an additional guardian over the child, as a preliminary step to having it adopted, the appellant had second thoughts and withdrew her consent to its adoption at the same time refusing, however, to take the child into her home and bring him up with the children of her marriage. The child was transferred from one foster home to another until he at last found refuge with a family which expressed the wish to adopt him.

The Attorney-General decided to apply procedure different from the usual for effecting the adoption of the child. He divided the proceedings into two stages: first he brought an application in the Jerusalem District Court for a declaratory judgment to the effect that the child's parents had abandoned him, which would entitle another court to make an adoption order without the consent of the parents by virtue of section 11 of the Adoption of Children Law, 1960; and then the declaratory judgment having been obtained, the adoption proceedings proper were started, culminating in an application to the Tel Aviv District Court on the part of the adopting parents for an adoption order.

The Attorney-General's reason for applying this two-stage method was based on past experience of prospective adopters who were afraid to take on the burden of legal proceedings for adopting a child unless assured that the child's natural parents would not object to the adoption and drag them into litigation over it.

The appellant and the child's father were invited to attend the proceedings in the Jerusalem District Court but, although the appellant sent a further objection to the adoption in writing, both parents failed to put in an appearance. The appellant was sent a copy of the declaratory judgment to the effect that she and the child's father had abandoned the child, but did not react to it. She was not invited to attend the hearing of the application for an adoption order.

After the adoption order was given by the Tel Aviv District Court, the appellant applied to that court to rescind the order on the grounds that she had not been invited to attend the proceedings and express an opinion on the matter. The application was dismissed by the District Court, and the appellant appealed to the Supreme Court.

Section 11 of the Adoption of Children Law provides that:

In the Supreme Court sitting as Court of Civil Appeals
Before the Deputy President (Justice Sussman), Justices Landau and Cohn
Rivka Simoni, Appellant, v. The Attorney-General, Respondent
(C.A. 346/72)

LAW REPORT
Edited by Doris Lankin

TUESDAY, FEBRUARY 1972

Mother who abandons child has no say in adoption proceedings

"A Court may make an adoption order even without the consent of a parent where any of the following has been proved to its satisfaction: (1) the parent has abandoned the child; (2) the parent is unable to express his opinion or there is no reasonable possibility of ascertaining his opinion; (3) the parent's refusal to consent to the adoption is determined by immoral motives or an unlawful purpose."

Mr. A. Ashari appeared for the appellant and Mr. A. Blum for the Attorney-General.

Justice Landau, who delivered the first opinion of the Supreme Court, Justice Sussman concurring, noted that there was a two-fold question to be answered: whether the adoption proceedings could have been divided into two stages as had been done in the present case and if so, whether the parent whose consent to the adoption had been found, in the first stage of the proceedings, to be unnecessary, is nevertheless entitled to participate in the deliberations on the desirability of granting the application for an adoption order to the prospective adopters.

He would first, Justice Landau said, reply to the second part of this question as the first part was dependent thereon. He agreed with the District Court, he said, that in accordance with the correct interpretation of the letter and spirit of the Adoption of Children Law, it is both unnecessary and unreasonable to give a parent, who has either abandoned his child or who refuses to consent to its adoption because of immoral or unlawful motives, within the meaning of section 11 of the Law, an opportunity of expressing his opinion on any other matter affecting the adoption. For such a parent has, by his conduct, removed himself from the ranks of those entitled to decide the future of his child.

Once therefore, a declaratory judgment to the effect that the appellant had abandoned her child within the meaning of section 11(1) of the Adoption of Children Law, has been handed down, Justice Landau continued, and the appellant had been given an opportunity during proceedings on the application for this declaratory judgment to state her case and produce her evidence, she no longer had any further right to express an opinion on the question of the adoption. In other words, the invitation to the appellant to participate in the first stage of the proceedings was sufficient to satisfy the demand contained in rule 354 of the Civil Procedure Rules, 1963, that:

"no adoption order without the consent under section 11 of the Adoption of Children Law shall be issued unless and until the parent as to the intention of court to issue an adoption order unless no written objection has been filed in court."

It follows from this, Justice Landau continued, that there is nothing to prevent the division of adoption proceedings into stages, with the natural parent the child being invited to attend the proceedings in the first stage only (see also C.A. 82-72, 28/778).

He thought, therefore, that appeal should be dismissed.

Justice Cohn
In concurring that the appeal should be dismissed, Justice Cohn noted that section 16 of the Adoption of Children Law lays down that a court may rescind an adoption order under three conditions: there are circumstances which were not known to it or which did not exist at the time the order was made; if it is satisfied that it is advisable to rescind the order; that the welfare of the adopted child requires this. The appellant's arguments in her application to have the adoption rescinded, he held, had revealed the existence of any of these conditions, let alone all of them, as required.

As to the power to set aside parts decisions vested in the court by rule 227 of the Civil Procedure Rules, Justice Cohn continued, courts will not use their discretion to wield this power unless satisfied that, if the absent party had been present and had presented his case, he would have had a good chance of succeeding (see C.A. 32/63, 1716/69 and others). However, if the appellant in the present case had appeared and expressed her objection to the adoption, this would not have prevented the giving of the adoption order in view of the fact that the appellant's consent to the adoption was not needed.

In short, Justice Cohn held, the District Court could not have rescinded the adoption order on the strength of section 16 of the Adoption of Children Law or on the strength of any general power which it possesses, and had, therefore, rightly dismissed the appellant's application.

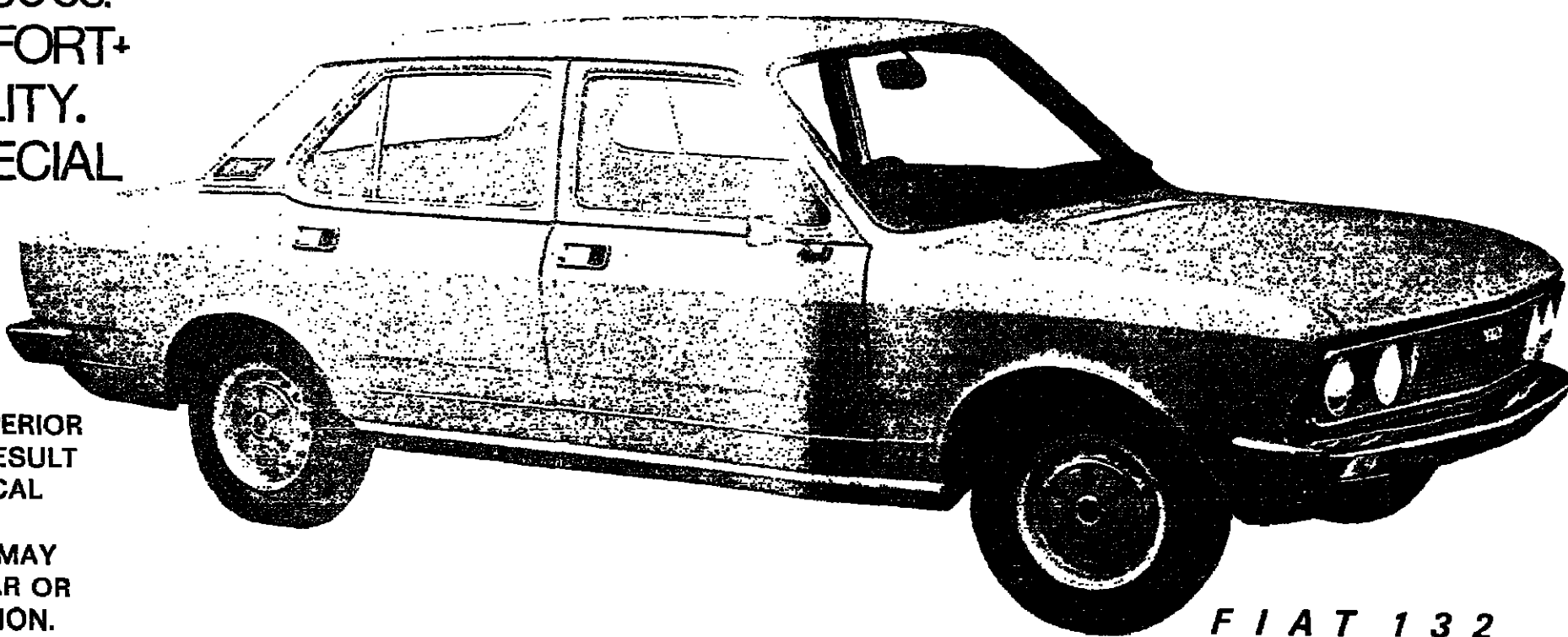
For the rest he concurred with Justice Landau's opinion, Justice Cohn concluded.

Appeal dismissed with IL300 costs. Judgment given on December 1972.

NOW IS THE TIME TO BUY THE LARGE LUXURY CAR — "FIAT 132"

AT TODAY'S PRICES, FROM IL. 31,550.— 1600 cc. OR 1800 cc. SAFETY+COMFORT+BEAUTY+QUALITY. FOR TAXIS, SPECIAL ADJUSTMENT

"FIAT 132" AFFORDS YOU GREAT SAVINGS ON MAINTENANCE AND PROTECTION OF YOUR INVESTMENT... ITS SUPERIOR PERFORMANCE IS THE RESULT OF THE LATEST TECHNICAL ACHIEVEMENTS IN CAR MANUFACTURING. YOU MAY CHOOSE EITHER REGULAR OR AUTOMATIC TRANSMISSION.



FIAT 132

FIAT
132

FROM THE TEST REPORT BY THE POPULAR GERMAN MAGAZINE "STERN":

"... Fiat has a true winner this time. The new car is as sturdy and strong as a safe... Its unique construction has satisfied all safety tests... This unusual Fiat model has it all, 1600cc engine, 105 h.p. and acceleration from 0 to 100 kph in 11.2 seconds only... A responsive and lively engine... Its spiral coil springs give it a well-balanced ride... Anti-corrosion paint... 3-position door opening..."



An advertising
SECTION

MOST PREFERRED PRODUCT POLL - 1973

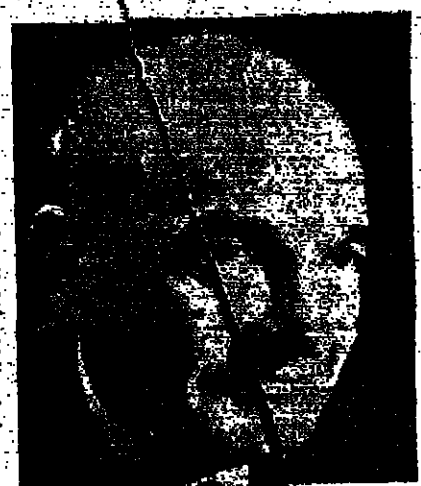
Presented by
Sacher Advertising Ltd.

Prof. Louis Guttman, Scientific Director of the
Institute of Applied Social Research, Jerusalem:

HOW THE PREFERRED POLL IS RUN

Thinking back to the beginnings of market research in Israel, just before the establishment of the State, I recall that a few years after I arrived in Israel as an immigrant I was asked to organize the first symposium on this subject. I was approached not by an advertiser but a morning paper printed in Jerusalem - The Palestine

experience of leaving Jerusalem during curfew hours, to travel the Latrun road to Tel Aviv the symposium was being organized for another symposium in Haifa. However, this then occurring prevented market research activities reparations for the War of Independence were already preoccupying the country.



PROFESSOR L. GUTTMAN

UNDERGROUND RESEARCH UNIT

The Israel Institute of Applied Research, which was set up at the time as a research unit of underground in Jerusalem, is celebrating a semi-jubilee this year. One of the first projects undertaken in the domestic field, after establishment of the State, was inquiry carried out among housewives for the rationing authority, was concerned with sugar, powder, milk powder, etc. The initial market research project had been undertaken in the early days of the State, and a variety of products were being rationed. We were concerned to find out the needs of the public in connection with the sale of these products. The findings showed that the

the need to raise the price to cover the cost in bottles, the demand would rise. This proved to be correct. The research manager left us after this project to work in an allied field. Today he is the Governor of the Bank of Israel.)

Only Yediot Achronot and Sacher have continued with a project for the promotion of the economy, for such a long period. The project was started both because of its importance to the quality of life - the public should have good quality goods and services - and because of its indispensability for the economic viability of the State. By analyzing a local market, tourism was encouraged, and we even learnt how to compete in foreign markets. In the third year that the of milk rationing, the Institute participated in the with the sale of milk. The findings showed that the

provided some 140 interviewers throughout the country, and centres in the big cities, under the supervision of the Institute's personnel. The project coordinator was Mrs. Harriet Hartman. This time the results are based on the replies received from 1544 people interviewed. These were chosen in a systematic manner, to be a fair sampling of the Jewish adult population of the country.

DECISION BY NUMBER OF BUYERS

The questions in the poll were mainly open questions, and the answers determined the brands of

each type of product most preferred. The final classification of the products and companies was fixed on the basis of the number of buyers for each product.

This year, we also wanted to find out why certain products were popular, why people preferred a product, and to what extent they were faithful to given brands. For this purpose, we broadened the checks we made for a small number of products with various degrees of prestige, household equipment, and entertainment. We found that in many cases, faithfulness to a product is connected with its ready availability. Generally, a given required product is not given up entirely; a replacement is bought until the preferred product can again be obtained. This phenomenon is connected with the main components of attitudes, intensity, and closure. For example, the public does not find any big differences between the various types of margarine, but does see big differences between various toilet soaps.

Investigation of such questions is likely to promote the development of the Israel local market, and exports. The first stage is the establishment of the popularity of the different products on the market. I congratulate all those awarded certificates indicating their success in this first stage, and wish them further success in the stages to come.

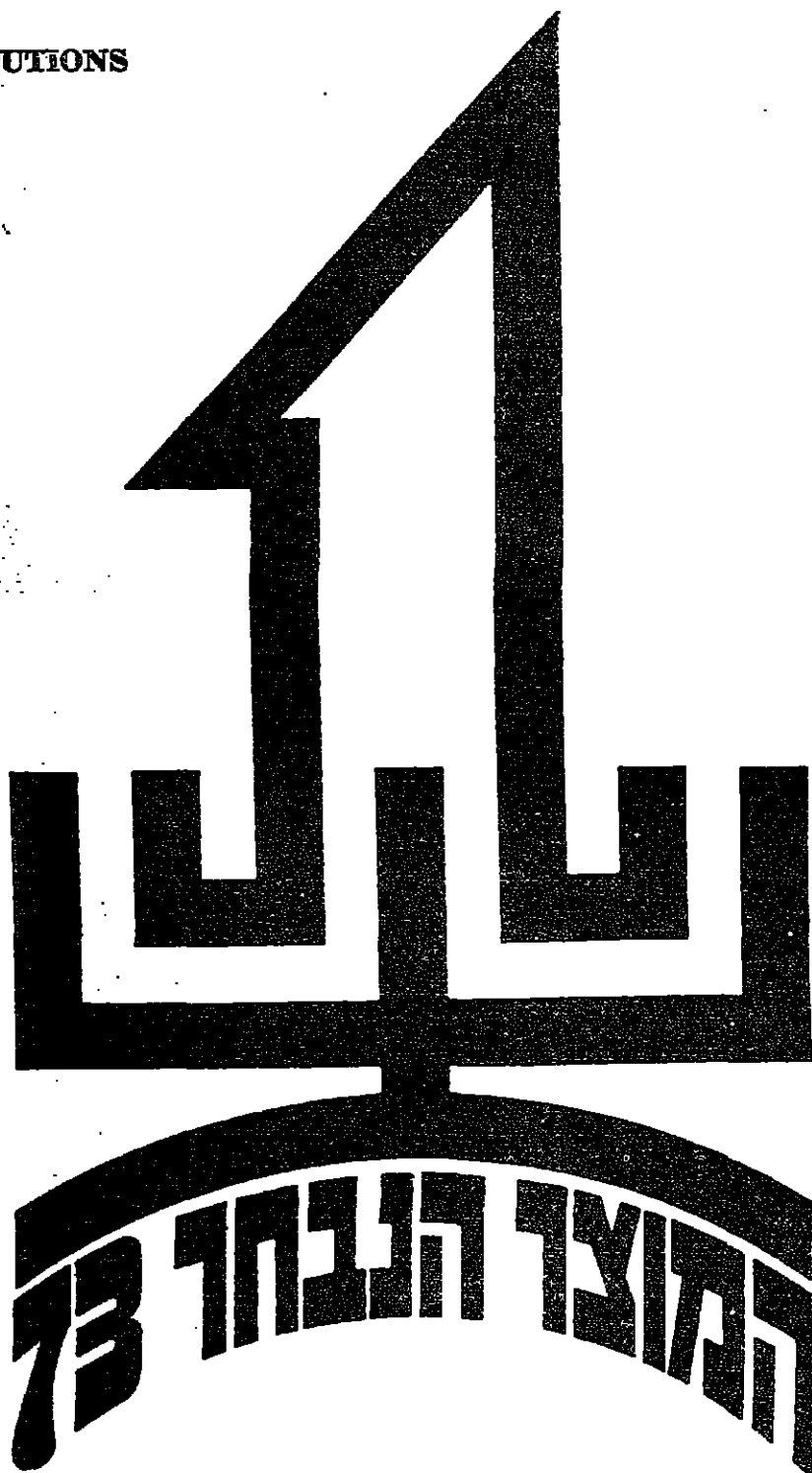
Members of the Preferred Product Council at the Ceremony



Mr. Yehoshua Rabinowitz, Mayor of Tel Aviv, speaking at the ceremony, during which certificates were distributed to companies winning a first place in the 1973 Preferred Product poll. The ceremony took place in the Hadassah Hall. The poll was conducted by Yediot Achronot, in cooperation with Sacher Advertising Ltd. Sitting at the Council Table are (from left): Mr. Haim Felled, Chairman of the Advertising Association, Mr. Dor Yudkowsky, Coordinator of the Yediot Achronot Editorial Board, Mr. Ernest Yefet, General Manager of Bank Leumi, Mr. Moshe Sanbar, Governor of the Bank of Israel, Mr. Noah Moses, Editor-in-Chief of Yediot Achronot, Mr. Yehoshua Rabinowitz, Mr. Zeev Sacher, promoter of the poll, Mr. Abraham Shavit, Vice-Chairman of the Israel Manufacturers' Association, Mrs. Ruth Dagan, Managing Director of Masht, Mr. Alexander Moses, member of the Management Board of Yediot Achronot, Prof. Louis Guttman, Head of the Institute that conducted the poll.

THE LEADERS

THE COMPANIES THAT WON FIRST PLACE IN THE 1973 PREFERRED PRODUCT POLL,
CONDUCTED BY 'YEDIOT ACHRONOT,' IN COOPERATION WITH SACHER ADVERTISING LTD.



FOOD INDUSTRY

- Sausage manufacturers
- ASSIS
- 1. Squashes;
- 2. Canned fruit and vegetables
- BAKALA
- Frozen fish
- CARMEL ORIENTAL
- Wines and spirits
- ELITE
- 1. Instant coffee; 2. Chocolate
- ETZ HAZAYIT
- Edible oil
- ERUBINE
- Biscuits and bakery products
- MITE PAZ
- Citrus juice
- NESHER BEER
- Beer
- NOON
- Canned fish
- RICHARD LEVI
- Canned meat
- STRAUSS
- Ice cream
- SUCRAZIT
- Artificial sweetener
- SUNFROST
- Frozen food
- TALMI
- Baby food
- TEMPO
- Soft drinks
- TNOVA
- Cheese and milk products
- VITA
- Soup powders
- WISSOTENY TEA
- Tea

COMMERCE AND SERVICES

- O.B.G.
- Men's fashions
- ALTEA
- Chandeliers shop, Tel Aviv
- ANETA
- Beauty parlour, Tel Aviv
- ANGLO-SAXON
- Real estate agents
- CAFE
- Night Club, Tel Aviv
- COUNTRY CLUB
- Health, sport, and recreation Club
- FARAG BROG
- Photographic supplies shop
- KNAVITZ
- Stationery shop, Tel Aviv
- IRIS
- Flower shop, Tel Aviv
- IRANER
- Women's fashion house, Tel Aviv
- MARS
- Household furniture shop, Tel Aviv
- MASKIT
- Decorative handicrafts
- PELTOURS
- Travel and tourist agent
- SHALOM STORES
- Department Store, Tel Aviv
- SHOSHANA HALLS
- Hall for weddings, Tel Aviv
- STEFAN BRAUN
- Farrier
- ZION
- Restaurant, Tel Aviv

BAKALA WINS AGAIN!

In the 1973 public opinion poll, the Atlantic Company's Bakala again received the title Most Preferred Frozen Fish



BAKALA - The most preferred fish

MOSCOVITZ

INSURANCE AGENCY LTD.

15 Rehov Herzl (Municipality Bldg.) Netanya

Tel. 053-22730, P.O.B. 148

COMPLETE INSURANCE SERVICE



every week to the four corners of the earth

Keep ahead with

on-the-spot coverage by men (and women)

where the news is happening... in-depth

reporting on events shaping the history of the

Middle East, as it appeared during the six

preceding days in the Jerusalem Post... it's all

years when you subscribe to THE JERUSALEM POST

it's airmailed to you from Jerusalem

every Tuesday... arrives at your home

before the week's out... it's an indispensable tool for

understanding Israel...

GENERAL INDUSTRY

- C.B.S. RECORDS
- Records
- ALED
- Knitwear and jersey products
- AMATZ
- Space heaters
- AMCOB
- Refrigerators
- AMNUE
- Washing machines
- AMRON
- Television sets
- BEGED OR
- Leather garments
- CARMEL CARPETS
- Carpets
- CHIKCO
- Baby toys
- DIOLIN
- 1. Synthetic fabrics; 2. Curtaining
- EDISON
- Razor blades
- GOTTEX
- Swimming and beach wear
- HA'ARGAZ
- Metal office furniture
- HAMAT
- Sanitary engineering fittings
- HAZOREA
- Household furniture
- HELENA RUBINSTEIN
- Women's cosmetics
- HERMES represented by Mafli
- Typewriters
- HOGLA
- "Lily" and "Iris" paper products
- HOOVER
- Vacuum cleaners
- HULIOT
- Plastic household and kitchen ware
- KELET AFKIM
- Decorative wall coverings
- KESHER
- Dry cleaners
- KLEEN
- 1. Detergent paste;
- 2. "Tip" washing-machine powder

- KODAK
- 1. Films and cameras;
- 2. Cine cameras and projectors;
- 3. Slide projectors
- LAHAV
- Manufacture of men's shirts
- MAGEN GOLDMAN
- Steel safes
- MAGOR
- Car towing
- MOTOROLA
- Radio communications equipment
- NAAMAN
- 1. Porcelain table ware;
- 2. Ceramic products
- NECA CHEMICALS
- Toilet soap
- OLIVETTI
- Calculating machines
- ONEG
- Folding and children's furniture
- ONIVAR
- Carbon paper
- PARADISE
- Interior sprung mattresses
- PARKER
- Ball-point pens
- PAZCHEM
- 1. Household insecticides
- and disinfectants;
- 2. "Ritex" floor-cleaning liquid
- PAZGAZ
- Gas cookers
- PEUGEOT
- Cars (over 16 hp)
- PHILIPS represented by Israelectra
- 1. Tape recorders;
- 2. High-fidelity stereo equipment

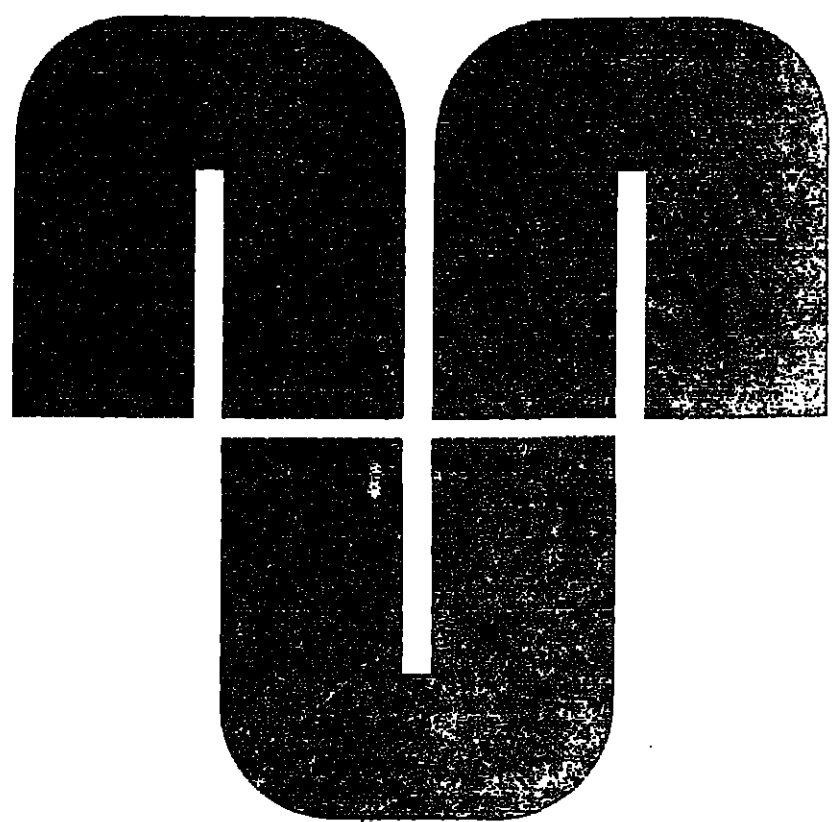


- PLEASEE
- Food mixer
- PYREX (Sedlex, France)
- represented by E. Spector & Partners
- Heatproof glassware
- RADAD
- Cutlery
- SHAVIT & Sons
- Electric cookers
- SHIMEN
- 1. Tooth paste; 2. Shaving cream;
- 3. "Bio-Or" washing powder
- SINGER
- Sewing machines
- SOLOG
- Children's and babies' knitwear
- SONY
- Transistor radios
- TABAC ORIGINAL
- Cosmetic products for men
- TADIRAN
- 1. Air conditioners;
- 2. Car radios
- THERMOIL
- Central heating
- TISSOT
- Watches
- TRISOL
- Shutters
- TZEMER HAHASSIDA
- Hand knitting yarns
- VOLKSWAGEN
- (Cars up to 15 hp)
- VULCAN
- Vehicle batteries
- XEROX represented by Mafli
- Facsimile copying equipment

Research: Israel Institute of Applied Social Research.

An advertising
section

MOST PREFERRED PRODUCT POLL—1973

Presented by
Sacher Advertising Ltd.

A NEW TRADE-MARK
for HAMAT'S exclusive products



HAMAT, ISRAEL'S LARGEST MANUFACTURER OF SANITARY
FITTINGS FOR THE BATHROOM AND KITCHEN

EXCLUSIVE DISTRIBUTOR: SOLCOOR LTD.
TEL AVIV, JERUSALEM, HAIFA

Selected by a nationwide poll as the consumer's
choice in 1973. Production supervised by the
Israel Standards Institute.

KOOR METALS WORKS

Advertising Is Two-Directional

HAIM PELLED, Chairman of the Israel Advertising Association: With the gain in momentum of consumerism — "the shoppers' movement"—the two-directional nature of advertising is increasingly felt.

The many people who have regarded advertising as being essentially a one-way phenomenon are in serious error. Advertising is a dialogue between the initiator and a party that reacts to the advertising. The buying public do not only read and listen. The shopper learns to react. The reaction of the shopper is part of the advertising dialogue. A good word from a shopper is the best possible advertising.

I do not know the origin of the positive, constructive advertising use, in Israel and abroad, of a special language whose terminology is aggressive.

This language of advertising people and advertisers contains words and ideas such as "advertising attack," "target conquest," "softening," "bombardment" and other activist terms. This language shows that the planners think in one direction only. I would even say that they tend to disregard the intelligence of the buying public.

In my opinion, this is not merely a tactical mistake, it is inane. I have no interest in "advertising strikes" and there is no need to think in aggressive terms of "attacks on the market." This is the language in which to complain against injustice, not the language of explanation and persuasion.

The shopper does not need to be attacked. The opposite is true. He must be courted, mollified; the only thing to be conquered is his heart.

As I say, many people underestimate the discernment of the public. There are also people who, under this misconception, talk in a language suitable to an underdeveloped society. In my estimation, this is an irrational, unacceptable approach.

Even if, here and there, sections exist willing, because of material hardship and eagerness to acquire goods, to be persuaded by bombastic offers, expressed in bad taste and with complete absence of professional ability, this is no reason to encourage the lowering of standards, the final result of which is very bad. What is certain, is that empty words, meaningless promises couched in flowery language have a limited temporary influence.

Such systems can work only for a certain time. They have no power to create a positive, permanent, and worthwhile image.

Empty promises, stories with paragraphs in small print intended to mislead, these are the antithesis of winning goodwill — everyone knows that a good name is a valuable possession, no less than material assets. No conjunctural success has any future prospects.

Anyone who gives thought in a logical way to the establishment of a plant or institution must, if his thought is sound, attach the utmost importance to the acquisition of goodwill. This entails a heavy investment: commendable honesty, maintenance of quality, and the keeping of promises must be kept constantly in mind.

Other methods, short or crooked, are destined to lead into the pit.

PUBLIC OPINION POLL — IMPORTANT TECHNIQUE IN THE ADVERTISING DIALOGUE

It is a fact that in a public opinion poll, concerned with the quality of products or services, the

dress for everything connected with advertising.

QUALITY ADVERTISING IS EFFECTIVE ADVERTISING

Advertisers must understand that the public expects advertising of a higher standard.

Severe criticism of the attitude of disregard for the consumer and of low quality advertising will lower the effectiveness of advertising, and

then the "quantity in place of quality" phenomenon will rear its head. Advertising in quantity showered on the consumer in order to drug him.

Thus, the raising of advertising standards, the two-directional nature of advertising, will ensure use of the importance of advertising information, within the economic-social system.

"MAKE THE BEST, SOMEONE WILL BUY IT"

THE SLOGAN THAT PRODUCED
THE PREFERRED PRODUCT POLL



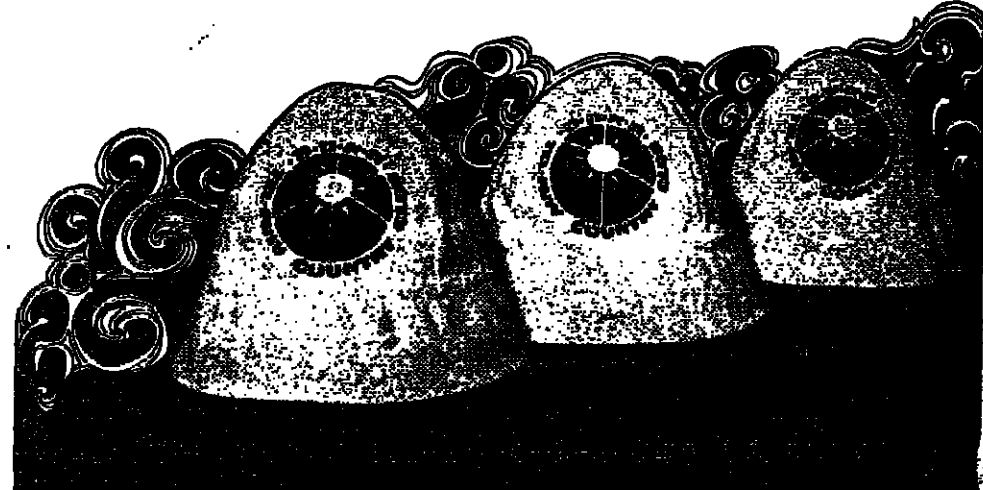
Mr. Zeev Sacher,
initiator of the poll

At the recent ceremony in Hadassah Hall, in which Preferred Product certificates were distributed to the firms selected in this poll, Mr. Sacher quoted a slogan he found in an American journal 15 years ago: "This slogan gave me the idea for the poll. The slogan should not be thought of as a run-of-the-mill advertising slogan, designed to brainwash the public, or to introduce some new product to the market. This slogan is aimed at the public good. It is possible that the American manufacturer who used this slogan to promote his own product did not consider its deeper meaning. This slogan expressed the 'Tora on one foot' in our expectation of what we should receive from manufacturers and suppliers. Everyone in his own field must 'make the best,' this referring to the best product, the best services, and the best honest advertising. If you do this, we — the public — will be satisfied, and you will have nothing to worry about, since 'someone will buy it.' It is this satisfied public that selects a product or service as the most preferred in the annual poll, which has been conducted by Yediot Achronot since 1954.

Mr. Yehoshua Rabinowitz, Mayor of Tel Aviv, and Mr. Zeev Sacher, initiator of the poll, standing next to a large banner.

TEL AVIV COUNTRY CLUB

THE CLUB FOR ALL THE FAMILY



Registration of new members, every day except Monday, at the

Club Office, 9 a.m. to 4 p.m. Tel. 418181

Out in front for health and sport

ZION Restaurant

— the people's choice

THE BEST, MOST POPULAR RESTAURANT IN ISRAEL



Mr. Y. Rabinowitz, Mayor of Tel Aviv, handing Mr. Zion Levy, the owner of the Zion Restaurant, a certificate confirming the choice of the restaurant as "most preferred" in 1973. The restaurant was given first place in the 1973 public opinion poll, on the strength of its courteous service and superlative cuisine.

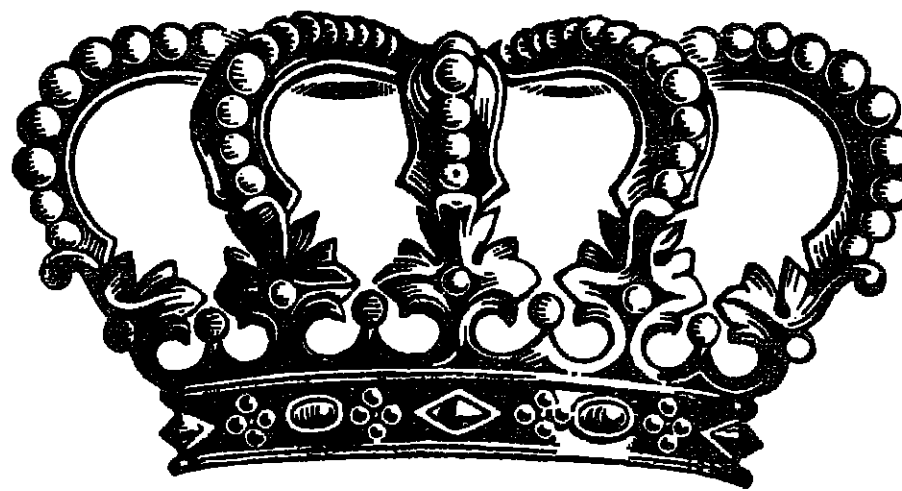
(Adv.)



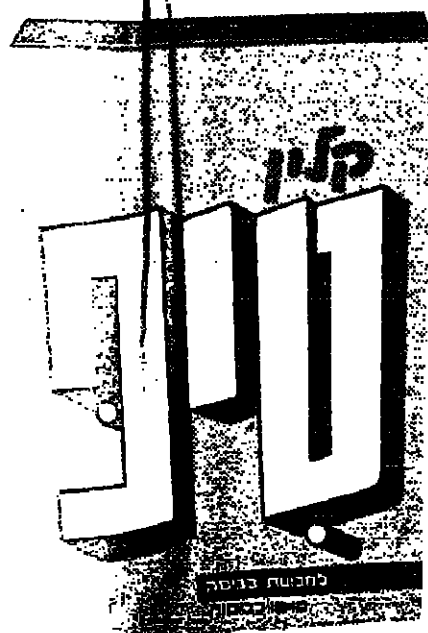
Anetta, of Salon Anetta, beauty treatments and hairdressing, receiving a first-place certificate from the Mayor of Tel Aviv. This is the 18th year that Anetta has received such a certificate.

(Adv.)

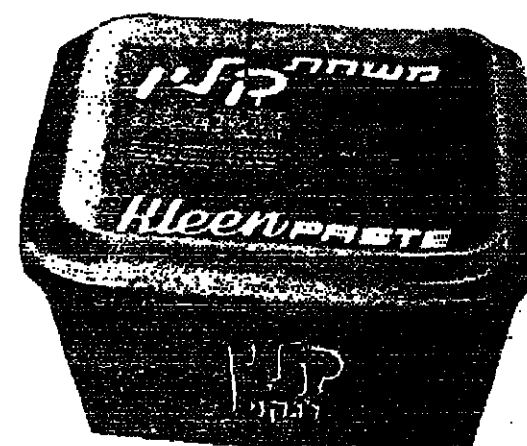
הכנסת לארץ ישראל



QUEEN
OF
CLEANING
AND
CLEANLINESS



Kleen was awarded the title of the Most Preferred Powder for Washing Machines (for its product "Tip") and the title of the Most Preferred Cleaning Material (for its product "Kleen Paste"). In the Popularly Poll of Yediot-Achronot Newspaper, a place it has been occupying year after year.



KLEEN PRODUCTS ARE EVEN BETTER

An advertising section

MOST PREFERRED PRODUCT POLL—1973

Presented by
Sacher Advertising Ltd.

Developing the Good Taste of the Public

by YA'ACOV GRUMAN
Economist and Journalist

Number of economics courses in American universities include a poem by the American Edgar Allan August. The poem is called "Customers," expressing the contest between buyer and seller. Here are lines in which August defines the character of the buyer and seller. The buyer is a person who comes to you from you. The seller is a person who long for what you do. The buyer cannot impose anything on you. He will buy only what you want to buy, and not what you want to sell. It is therefore important to know how to sell. If you do not know how to sell, you will always remain a poor man. You must treat all customers as if they were your only customer. Every one of them is a potential customer. Your existence is dependent on them. You must satisfy them all to the extent. It is of no importance whether you like them or not. It is of importance whether they buy from you. This is what determines the success of your business. Mr. Gordon Selfridge, the founder of the first of the largest department stores in England — it is called after him — hung a notice at the entrance to his store on opening day: "The principles upon which we build this business are as follows: 1. Integrity, 2. Honesty, 3. Value giving, 4. Generosity, 5. Dignity, 6. Liberty, 7. Originality, 8. A daily presentation of what is new, 9. A determination to satisfy."

These principles are as valid today as they were many decades ago. They were written, and the success and prosperity of Selfridge's department store is proof of the great truth contained in these principles, which are copied as a guide in books for young economists. The historical development of the market in the last generation has been too much influenced by the fact that, for a long time, there has been a sellers' market, in which it has been possible to dictate terms to the buyer. This is a situation which is neither normal nor healthy. Too long we have become accustomed to think that there is no need to satisfy the customer, and it is possible to sell him anything at any price, any quality, under any conditions. We must realize ourselves that in a free market, the market is a buyers' market, in which the buyer determines the fate of every company product.

Anything that brings realization of the need to satisfy the customer is to be welcomed. And this is more appropriate, in this age, than to emphasize the need to produce, as indicated by the free choice of the public. And choice may be the result of many things: good quality, attractive packaging or advertising, successful marketing methods, outstanding service on the part of the market personnel, or a good name for the product. There may be any number of reasons.

It must therefore applaud the recent product poll and its initiation by Mr. Z. Sacher, for developing brand consciousness of the public. This will tend to develop the taste of the public, and the free choice of products, and promote competition of marketers, affecting the fickle taste of the public. It will also promote improvement of production and marketing in Israel, and encourage it to become a modern economy, resourceful, efficient, capable of producing quality and service of a high level.

It must therefore applaud the recent product poll and its initiation by Mr. Z. Sacher, for developing brand consciousness of the public. This will tend to develop the taste of the public, and the free choice of products, and promote competition of marketers, affecting the fickle taste of the public. It will also promote improvement of production and marketing in Israel, and encourage it to become a modern economy, resourceful, efficient, capable of producing quality and service of a high level.

It must therefore applaud the recent product poll and its initiation by Mr. Z. Sacher, for developing brand consciousness of the public. This will tend to develop the taste of the public, and the free choice of products, and promote competition of marketers, affecting the fickle taste of the public. It will also promote improvement of production and marketing in Israel, and encourage it to become a modern economy, resourceful, efficient, capable of producing quality and service of a high level.



Mr. YA'ACOV GRUMAN

During an impressive ceremony that took place in the Habima Hall, certificates were distributed to 110 plants, companies, and businesses, chosen in the poll held by Yediot Ahranot, in cooperation with the Sacher Advertising Agency.

The enterprises were chosen in a public opinion poll, conducted by the Israel Institute of Applied Social Research, Jerusalem, the Head of which is Prof. Louis Guttmann.

The ceremony was attended by hundreds of industrialists and many invited guests, including the Governor of the Bank of Israel, Mr. Yehoshua Rabinowitz, was patron. In his congratulatory remarks, Mr. Rabinowitz said that he appreciated the value of the Preferred Product Poll to a city like Tel Aviv, which is the economic center of the country.

"Despite the many difficulties, we have accomplished fantastic achievements in the economic field. The national income per head is greater than that of Italy and Austria, and is about equal to that of Holland. All this is due to knowledge and skill," said the Mayor.

There is an economic duty to improve the quality of products. If shoppers do not recognize this, it will be difficult to get manufacturers to produce goods that can hold their own in competition with foreign goods. It is essential to expose our ability to compete in world markets. (Only good Israeli products will be able to pass this test.) This is the 18th year of Yediot Ahranot's annual project contributes to this effort, in that it ensures that achievements in all branches of the economy should keep up with each other.

DUTY TO IMPROVE

Mr. Rabinowitz went on to say that the effort of each person in his own field to raise efficiency and improve products, will increase our ability to compete in world markets. (Only good Israeli products will be able to pass this test.) This is the 18th year of Yediot Ahranot's annual project contributes to this effort, in that it ensures that achievements in all branches of the economy should keep up with each other.

The Governor of the Bank of Israel.



Mr. Moshe Hackney, Manager of Hoover (Israel), receiving from Mr. Y. Rabinowitz, Mayor of Tel Aviv, a 1973 Most Preferred Product certificate, awarded for their internationally known vacuum cleaners. (Advt.)

THE CHOICE OF THE CHOSEN



Once again the "most preferred product" prize has been awarded to "Tabac Original," toiletries for men. An obvious choice because every third man uses products of "Tabac Original." For these are the chosen, the very men who set the international style in good taste. Are you amongst them? Join them now and enter the fragrant new masculine world of "Tabac Original" — inhabited only by the successful.

Tabac Original "Get-Acquainted" Offer: After-Shave Lotion or Eau de Cologne, in a special size and at a special price — IL 3.15. (For a limited period only).

The trade mark of the genuine product.

Feel younger, fresher, more confident! Move up to "Tabac Original" products today: After-Shave, Shaving Foam, Deodorants, Eau de Cologne, Luxury Soap, Hair Tonic — They have become the most sought after men's line in Europe and the rest of the world.

TABAC ORIGINAL

SHIRIN - N'AMMAN

THE JERUSALEM POST

If you have trouble honing our lead office in Jerusalem

528181

although we have fine lines on that number)

please try

533181

(on which we have five more lines)



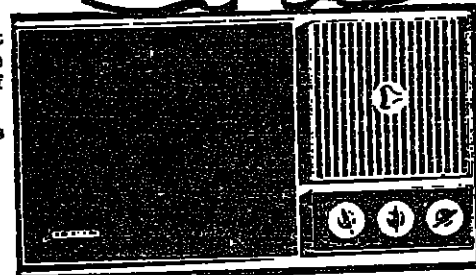
Mrs. Baruch, Manageress of the Iris flower shop, receiving a first-place certificate from the Mayor of Tel Aviv. (Advt.)

THANKS AGAIN!



We thank the public for the confidence it has shown in our products, and the appreciation expressed in the results of the Preferred Product Opinion Poll

- * First place: Tadiran Air Conditioners
- * First place: Tadiran Car Radios



TADIRAN



TEMPO

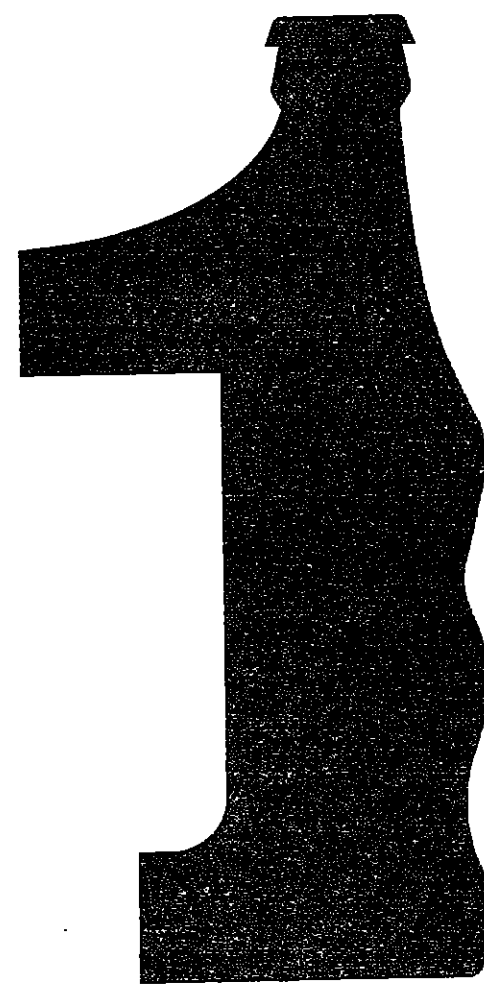
has been

in first place

in the Most Preferred

Product Poll

15 years running



First: ULAMEI SHOSHANIM



Mr. Yitzhak Avrahami, a member of the Ulamei Shoshanim management, receiving a Most Preferred Product 1973 certificate from Mr. Yehoshua Rabinowitz, Mayor of Tel Aviv, on behalf of Ulamei Shoshanim. (Advt.)

FASHION'S DAY

THE Ninth Fashion Show of the Export Centre has opened to nothing worse than a dollar crisis in the world money markets. Both producers and foreign buyers may have been wondering a little anxiously what will happen to price structures before the new designs they have come to see reach the women — and men — who are going to wear them. Past fashion shows took place at times of terror and hijackings, but it has not kept away the intrepid corps of the world's fashion buyers who circle the globe in search of something new. In a rich world, fashion imports have acquired a new significance. No longer is it a matter of good English tweeds or fine French silks. Unless you have something new and different to offer, women with enough clothes to wear will not go out and buy.

More than three-quarters of the 450 buyers who had made reservations had arrived by last night, but that was still without the U.S. contingent of 130, and numbers are expected to be substantially larger than the original bookings.

In some sections, Israel has a well-established reputation, in knit-wear, in leather coats, suits and even dresses, in bathing suits; and in the specifically Israeli "Maskit" style, where oriental and desert elements are incorporated in contemporary styles. This has also been noticed by Rikma, in clothes made of towelling, originally because it was cheap, and now because it has proved popular and even glamorous.

This year, a much larger proportion of the materials used are made here and, more im-

portant, designed here, often by the graduates of the Shenkar Textiles School, but also by such specialists as Melitz, who are able to maintain a personal style. Original textile design had remained one of the bottlenecks of our fashion industry, for even the best designed clothes cannot be sold abroad if they use last year's European textile prints. An important group of buyers this year is that from Japan, only lately becoming adjusted to the idea of buying as well as selling consumer goods abroad, which their growing affluence has made possible. They are being carefully wooed, and Beged Or, the leather firm, for instance, stole a march by engaging a good mannequin from Japan ahead of time, and consulting with her on styles and colours likely to be popular with her countrywomen. It was a good investment, for it proved that by no means all the colours popular here or with our veteran customers in the West are wanted in Japan. There leather coats and jackets are sought in comparatively conservative browns and tans, not the purple and orange that have replaced the traditional leather colours in countries where leather has long been popular.

It is also significant that eight firms from abroad this year applied to exhibit at the Tel Aviv show, including two from France, three from Turkey — mostly leatherwear — two from Kenya, including one that specializes in African textile designs and batik prints, and one from Greece. We may hope that their presence points to the future, when Tel Aviv may one day become the fashion centre for this part of the world.

ISRAEL PRESS

THE DOLLAR CRISIS

Ha'aretz (non-party) comments on the currency crisis: "The moves in the West's monetary markets, designed to bring about a readjustment of rates of the principal currencies, concern Israel only indirectly, because of the high customs barriers and the manipulations in export subsidies." The paper concludes by assuming that the Israeli lira will remain linked to the dollar, and that there will be no devaluation of the dollar.

Hatzofe (National Religious) views the dollar crisis as an appropriate opportunity for adjusting the rate of the lira somewhat to the real rate. The paper calls on the Finance Ministry to re-evaluate its policy, and not to elect for a policy of no action.

Al Hamishmar (Mapam) says: "Israel is linked to the international economic system more than any other country, and any fluctuation is thus likely to affect her economy. The conflicting interests of the U.S. and Europe may make things difficult for Israel, since we are linked to the U.S. but are also in-

terested in tightening relations with the Common Market."

Davar (Histadrut) writes about Egyptian adviser Hafez Ismail's visit to Moscow: "The joint communiqué... does not differ much essentially from the one issued following Egyptian Premier Aziz Sidki's abortive mission last year. It does contain, however, one extraordinary actual and real innovation: an expression of Soviet understanding for Egypt's position rejecting any partial settlement. There can be no doubt that Cairo wanted to have her hands bound in anticipation of a possible resumption of the American initiative for a special settlement on Suez — and the Russian Bear granted the requested disservice ('bear-hug' service) by putting the lid on such initiative even before its revival. The other items of the communiqué, too, are a weighty Soviet contribution to maintaining Sadat in a 'no-peace no-war' state, with Moscow fully aware of the evil this situation could eventually cause the present regime in Egypt."

Moscow eyes Common Market links

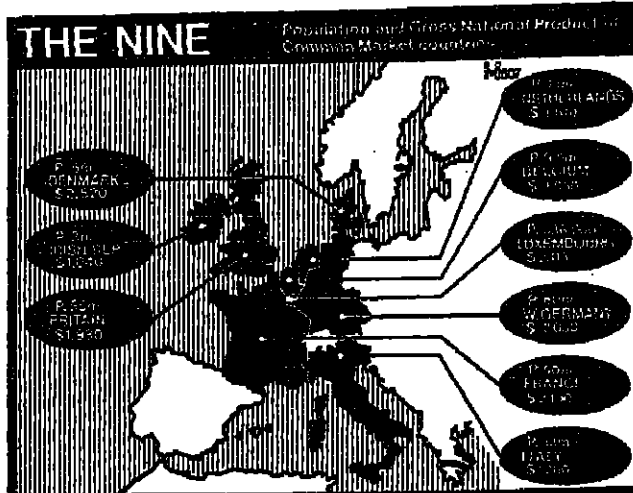
MOSCOW (Ofta). — THE Soviet Union is now resigned to the fact that eventually there will have to be economic cooperation between the European Economic Community and Comecon, the East European equivalent. Mr. Leonid Brezhnev, the Communist Party leader, has hinted at this change in Moscow's attitude, which was hostile to the EEC to begin with, then sceptical of its staying power and success.

Until now it has been taken for granted that the Communist countries were most interested in trade, loans and the purchase of technology. Most observers felt that this would be the limit of Soviet interest in cooperating with the nine EEC countries and that even this would be done on a bilateral basis.

However, it now appears that, having formally abandoned its critical stance towards the EEC, Moscow is rapidly moving towards a certain degree of integration of all European economies regardless of the bloc to which they belong. If this forecast proves to be correct, and there is no reason why successful outcomes of the European security talks should not have a parallel impact in the economic field, the EEC countries will have to rethink the role of Eastern European countries, particularly the Soviet Union, in their economic arrangements for Europe.

Writing in the January issue of "World Economy and International Relations," a highly respected Soviet publication in this field, Professor N. Shmel'yov argues that the whole basis of Europe's economy and indus-

The Soviet Union recently reconsidered its critical attitude towards the Common Market, and has begun to support some kind of integration of European economies. The EEC may come to a similar conclusion as a result of the European Security Conference, writes DEV MURARKA.



trial activity needs to be reconsidered.

In particular he suggests a division of labour on a European scale. Pointing out that industries are duplicated in many European countries, he declares: "An obvious negative consequence... is the existence of many parallel and relatively small-capacity lines of production in individual countries. This structure of Europe's economy is not an inevitable historical necessity but rather the result of the long period of political tension on the continent."

Complementary structure

He concludes that the European economy could be based on a complementary economic structure, with socialist and capitalist countries developing particular branches and lines of production designed to satisfy each other's requirements. Professor

Shmel'yov even suggests that the Soviet-French economic cooperation agreement, signed during Mr. Brezhnev's visit to France in 1971, can be taken as a model for future expansion of cooperation.

Considering that even within Comecon Moscow has encountered tremendous difficulties in making a proper division of labour among the member states, the Professor's remarks undoubtedly smack of day-dreaming. Despite all the detente in Europe, the two systems, or even members of the two systems, have hardly reached a state of cordiality and trust sufficient to persuade them to join such undertakings.

Yet Professor Shmel'yov has a point. While such grandiose projects may not bear fruit at this stage, for political as well as economic reasons, the problems of fuel, power and raw material supplies are inevitably creating a situation in which such co-

operation will become essential. And, as Shmel'yov points out somewhat tartly, the main European resources of "progressive" types of fuel and industrial raw materials are to be found in East Europe (by "progressive" fuel he presumably means oil and gas). Thus, even the West European countries have some genuine incentives for cooperating with the Soviet bloc and Shmel'yov even argues that this explains why some West European industrialists are so keen to invest their capital in the Soviet Union and East Europe to develop the exploitation of national resources.

All-European power

He goes on to suggest that it would even now be worthwhile to investigate the establishment of a single power system, an all-European network of pipelines, a single European system of river transport, a European

system of telecommunication and so on. But Shmel'yov is not alone. He warns that progress in direction will not be made both sides make serious attempts to overcome difficulties. Of course, he sees criticism in the Common Market and says that it is aimed at perpetuating economic division of the world and capitalist countries. But what is surprising is that Shmel'yov criticizes the policies of the Common Market. He even "manages" to criticize the Soviet Union, though only indirectly and he admits that the Soviet also has to solve "important problems in order to prove internal economic quiescence for broadening relations with the Western world." The significance of this criticism is that Moscow realizes that economic integration is a two-way street that all the faults do ways lie with the other. This could go a long way towards improved economic relations between the common the two European trading

GOING APE OVER TARZAN

With Prejudice by Alex Berlyne

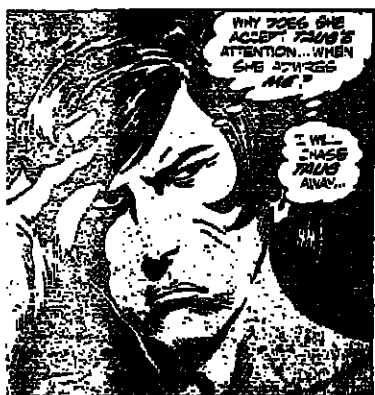
AT ten past six this evening thousands of Israeli small fry will be glued to their TV screens to see the latest episode of "Tarzan." London's National Film Theatre — which usually devotes a sizable portion of its programmes to the works of obscure Yugoslav and Argentinian directors — has announced a season of all 40 "Tarzan" feature films, and Flamingo books have begun to issue a new edition of the 26 "Tarzan" books penned by the Master, Edgar Rice Burroughs. His deathless prose has already been translated into 30 languages, including the tongue of the Prophets. Comic-book versions abound, including a hard-back edition of artist Burne Hogarth's interpretations recently advertised on the expanded cover of "Publisher's Weekly."

The nine-year-old heir to the Berlyne millions regularly invests in both the Hebrew and English versions of "Tarzan" comics, which I borrow on occasion. After all, I've got a 40-year head start on him.

I have to report that the current artist, Joe Kubert, has a long way to go before he can equal the draughtsmanship of his illustrious predecessors, Hal Foster and Burne Hogarth. Moreover, there are certain episodes which, as an urchin, made no impression on me but now leave me with a sense of disquiet. Here's a recent one.

Romantic interest

The youthful Tarzan, having outwitted Sabor the Lioness, notices the admiring glance of a young she-ape, Teeka, whose "sleek, plump form" is described in the narrative. "She likes me," he muses, only to be dismayed when she allows Taug, a young bull-ape, to groom her. "Why does she accept Taug's attention when she admires me?" Tarzan mutters and vows a challenge to Taug. As they grapple



Teeka displays a feminine reaction: excitement that combat will be fought for her favours. "What's going on here?" We seem to have come a long way from the chaste Tarzan-Jane relationship that I recall in those Johnny Weissmuller movies. Once upon a time Tarzan was removed from libraries throughout America following a complaint that Tarzan and Jane had had a son out of wedlock, even though the complainant hadn't noticed that they'd been married in "The Return of Tarzan" as long ago as 1913.

Poor old Burroughs was often subjected to this sort of crank treatment which reached its zenith when his works were included in the Nazi burning of the books along with some of the best literature of the 20th century, presumably because the Ape Man once chewed through the jugular of a World War I German officer in "Tarzan the Untamed."

Before the 1912 publication of "Tarzan of the Apes," Burroughs had racked up an unbroken record of failure. He had a short stint in the U.S. Cavalry as a

stable orderly, peddled light-bulbs, confectionery, patent medicines and pencil sharpeners and finally had to give up and go to live with his parents where he started to write — an occupation he was ashamed of — for the money. Less than a decade later he was able to buy a 540-acre estate near Los Angeles, complete with no fewer than five swimming pools.

At first, his creation was turned down by the movies as "not practicable for picture purposes," a decision the entrepreneurs of the American Picture Company lived to regret. More far-sighted moguls, especially Sol Lesser, saw its possibilities. The astute Mr. Lesser managed to repeat footage endlessly in the 16 epics he produced and one cruddle battle appeared in at least five adventures. One sequence of charging elephants even turned up in the Marx Brothers "Duck Soup."

Never visited Africa

By the time he died in 1950, reputedly worth several million dollars, Edgar Rice Burroughs had never once visited Africa. There is little doubt that such a confrontation with reality would only have cramped his style — in his first stories he had tigers roaming around the African jungle, and he never did get around to explaining just what kind of great apes peopled his novels. It's clear they weren't chimps, gorillas or orang-outangs, but this did not stop some enterprising author from publishing a dictionary of the ape language used in "Tarzan."

As a child I used to swing around a brick-built backyard on a clothes-line, uttering the blood-curdling cry of the bull-ape. After each movie we used to have the ritual of "telling the picture" to less fortunate kids or to those who'd spent their threepence (or three jam-jars during the Depression) on some gangster epic. These recitals were replete with flashbacks of forgotten sub-plots which, apparently, didn't affect the comprehension of the listeners. This concluded, we'd take to the trees tops, or rather the coalshed roof, for death-defying deeds — our tendons of steel overcoming the most powerful adversary.

One adult, who is still, so to speak, hopping around the coalshed roof and cleaning up £20,000 a year in the process, is J.T. Edson, till recently a Leicestershire postman and a prolific writer of Westerns. A couple of months ago he published his 80th novel set in the Wild West and still hasn't set foot in America. Since his annual sales total over 2½ million, this is no mean feat.

He has described his relationship with the Muse in the following words: "I made up a lot of the plots on my postman's round. Wobbling round a street corner on my bike, I would imagine how a fast gun on a horse would handle an ambush outside No. 32. When I walked down the garden path of No. 32 to deliver a letter, I would dream how to react if the letter was a gun and a Winchester rifle suddenly poked out of the top right bedroom window."

What public wants

Although he is among the top 10 best-sellers in Britain, Mr. Edson's work has not once been reviewed by a critic in the 10 years he's been in the saddle. "I suppose the critics would like these modern, clever psychological Westerns with a message, but that's not what the public wants," Amen, Mr. Edson, Amen.

A born businessman, he dots his books with footnotes, cross-references to previously published horse-operas, to encourage the sales of his back-list and responds promptly to readers' complaints: "My problem is keeping up the death-rate because I like 12 principal killings to a novel. One reader recently wrote to complain that I was skipping. Not enough death," she said.

On checking his current manuscript Mr. Edson was disturbed to find that by page 70 everybody was alive and well. He soon took care of the matter by having one of the baddies finished off by a cannon at a range of a quarter of an inch. Since I reckon that I could easily get a Ph.D. in the adventures of Tom Mix, Buck Jones, Ken Maynard, Hoot Gibson, Gene Autry, Roy Rogers and John Wayne (to name only a few) I must confess to being jealous of John Thomas Edson who presumably retains the innocence which most of us have lost. Once the fastest gun west of the Penines, I've frittered away my hard-won knowledge on various greenhorn occupations. Why didn't I think of it first, Mr. Edson?

Readers' letters

RUTH DAYAN BOOK

To the Editor of The Jerusalem Post Sir, — Equalling the courage of her husband on the battle field, Ruth Dayan delineates in her articles the problems of the heart as experienced in her life with Moshe. Moshe Dayan may truly be a man with a keen mind in the art of warfare, but for all-round courage, character, idealism and understanding, Ruth Dayan wins my vote, hands down.

YERUDIT BREEN
Tel Aviv, February 5.

To the Editor of The Jerusalem Post Sir, — In the extract of "Or did I dream a dream" which appeared on February 2, Ruth Dayan blames the former Chief of Staff for their divorce. At face value, that is incorrect.

My own experience indicates that something is happening to modern woman in present society. My wife ready to divorce me, after receiving some unexpected money, to live her life independently. This happened after 30 years of happy marriage, raising up two boys and a girl, now successfully married. I never had even the slightest affair with other women and my wife and I had but few ordinary arguments. Working as a chemist, we always had all conveniences. Mrs. Ruth Dayan is a successful business woman, capable of living her life independently for a long time. Modern women claim to be happier if they do not live by their husbands' side, after having raised their children and they like to go out to work for a few hours daily for money, instead of taking care of their house and their husband. Generally, for economic consideration, the younger couples don't want children, and among the older couples, the women want liberty in contrast to the old customs. Something is wrong with the attitude of present-day modern women who want money, security and no housework. I wish some rabbi or judge could change the revo-

lutionary actions of women because they can cause any man to change his way of life in order to maintain some self-respect. Even Mr. Ben-Gurion is stated to be washing dishes (by Ruth)! What do women want of us besides work to support the family, fight in the wars and do the difficult tasks? Do they want us to wash dishes, sew on buttons, clean the house and clothing also? This is the problem of blaming the men, while women are the cause of the problem in reality. What can be done to educate men and women about their basic obligations during a lifetime of married life?

GEORGE EIDLITZ
Bnei Brak, February 6.

LUXURY APARTMENTS

IN THE MOST DESIRABLE SECTION OF TEL AVIV

ALAMEDINA SQUARE
3½, 4, 4½ rooms. Last word in modern styling, superior improvements. Plan of apartment can be altered to suit buyer. This adds up to: highest building standards, perfect finish.
For details, contact:

OZZEL CITRIN MANDELSBERG BUILDING CONTRACTORS

5 Kikar Malchei Yisrael, Tel Aviv
Tel. 224514, mornings 8-1, evenings 4-7.

END-OF-SEASON SALE!
20% REDUCTION
AT
hamashbir lazarchi
DEPARTMENT STORE

TEL AVIV: 115 Allenby Road; Kikar Zina (Disengoff)
JERUSALEM: Corner King George and Rehov Ben-Yehuda
HAIFA: 26 Rehov Hanefim
BEERSHEBA: NETANYA

FOR A SAFE INVESTMENT
SHORT TERM LOAN

Available at all banking institutions and from Stock Exchange Members

BANK OF ISRAEL

TOURISTS!
DUTY AND TAX FREE EXPORT SCHEME
30% Reduction

WOMEN'S & MEN'S LEATHERWEAR
TEL AVIV, 133 DIZENGOFF ROAD, TEL. 223866